

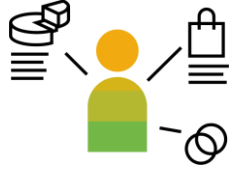
SAP Marketing Cloud

What's New in the 1905 Release

May 2019

PUBLIC

What's New in 1905



DYNAMIC CUSTOMER PROFILING

- [Dynamic Customer Profiling](#)



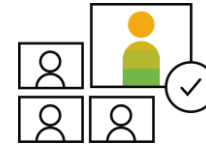
COMMERCE MARKETING

- [Offer Management and Couponing](#)



SEGMENTS, CAMPAIGNS, AND JOURNEYS

- [Campaign Automation](#)
- [Marketing Overview Page](#)
- [Adform External Campaign Integration](#)
- [Content Studio Landing Pages](#)
- [Content Studio Messages and Email Templates](#)
- [Survey Integration](#)
- [Marketing Events](#)



LEAD AND ACCOUNT-BASED MARKETING

- [Lead Nurturing](#)
- [Account-Based Marketing](#)
- [B2B Marketing - Lead Management](#)
- [Integration with Presales / Sales](#)



MARKETING PLANNING & PERFORMANCE

- [Marketing Planning](#)



MARKETING ANALYTICS

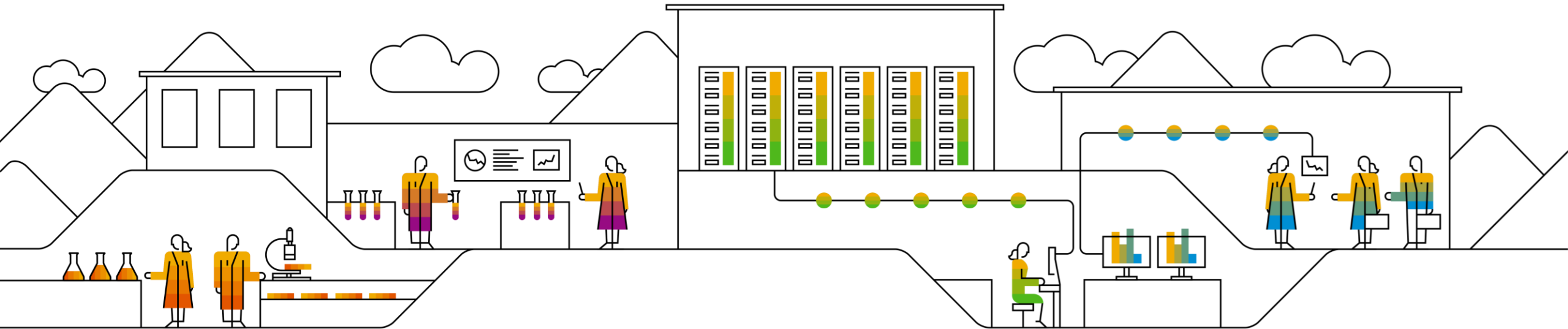
- [Marketing Analytics](#)



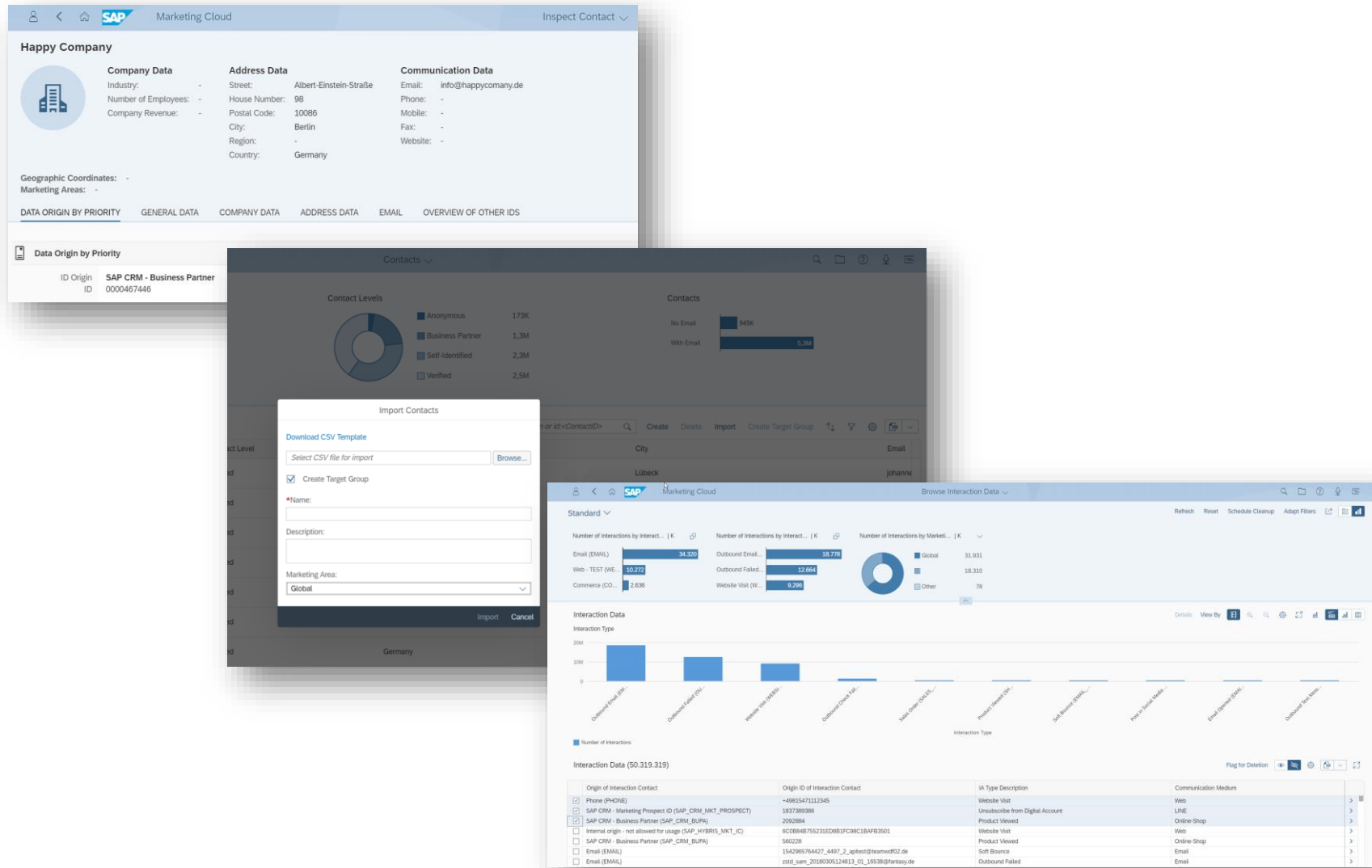
GENERAL

- [Configuration](#)
- [Integration Scenarios](#)

What's New in Dynamic Customer Profiling in 1905



What's New in Dynamic Customer Profiling



New capabilities

Enhancements for the "Inspect Contact" app

- Capability to inspect Accounts
- A new section "History", displaying important best record logic events

Origin of Contact IDs configuration changes

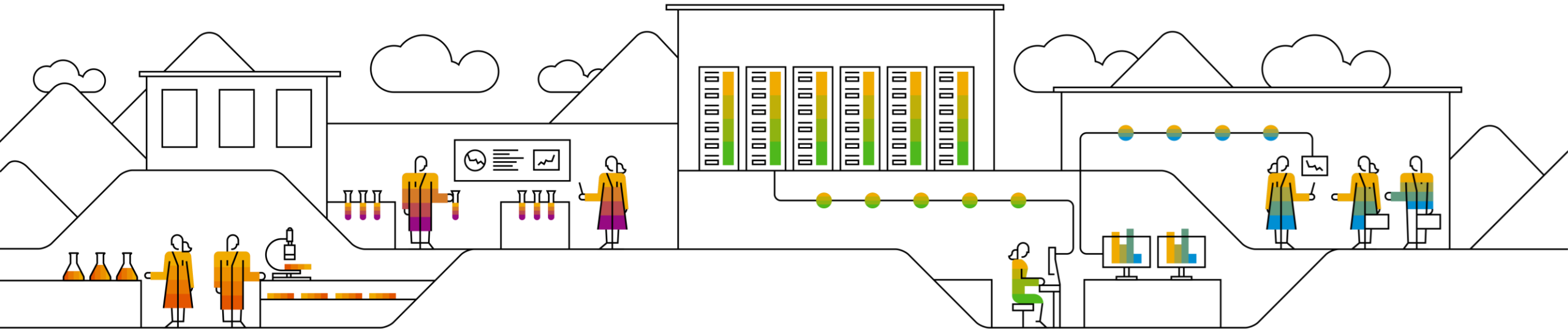
- "Shareable" setting is renamed to "For Identification", its semantics and corresponding values have been enhanced

Capability to add file-imported contacts to a target group, in the "Contacts" app

Enhancements of "Browse Interaction" app

- Performance improvements
- Handover of interactions from the app to the "flag for deletion" application job

What's New in Offer Management and Couponing in 1905



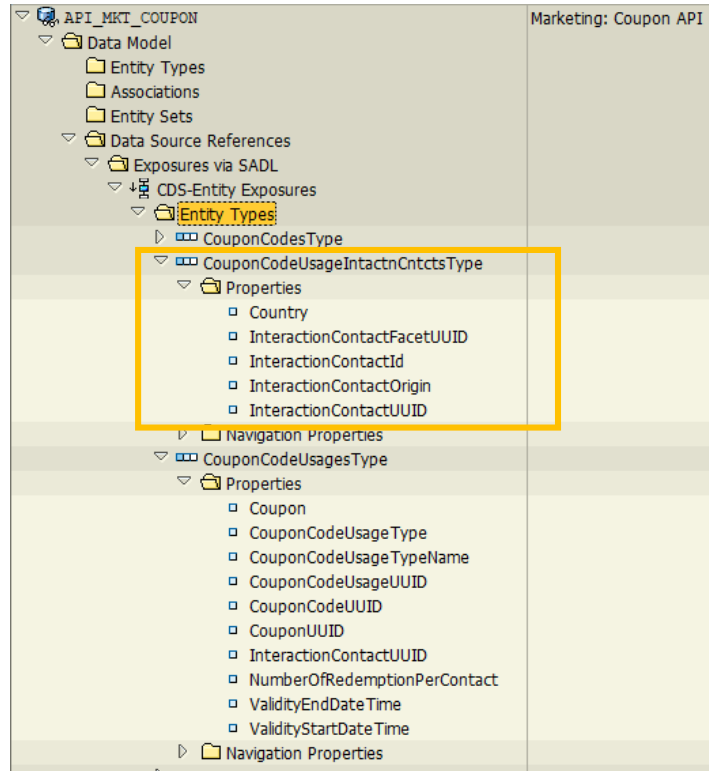
What's New in Offer Management and Couponing

Public OData API for Coupons enhancements

With release 1905, the Coupon OData Service API_MKT_COUPON_SRV supports the possibility to read more specifics of the coupon code usage and coupon code usage interaction contact.



OData



CouponCodeUsageIntactnCntctsType

- Country - Country
- InteractionContactFacetUUID - Facet UUID
- InteractionContactId - Contact ID (external)
- InteractionContactOrigin - Origin (ext. system or channel)
- InteractionContactUUID - Contact UUID (internal)

Benefits for customers

Customer is able to read more specifics around the coupon code usage. The coupon code usage will be created or updated when the coupon code will be distributed or redeemed. Within the usage the UUID of the interaction contact golden record is stored. Now the customer can read all the facets of the interaction contact with a give coupon code usage UUID.

New capabilities

Entity CouponCodeUsage

- Get a list of coupon code usages
- Get the coupon code for a specific coupon code usage

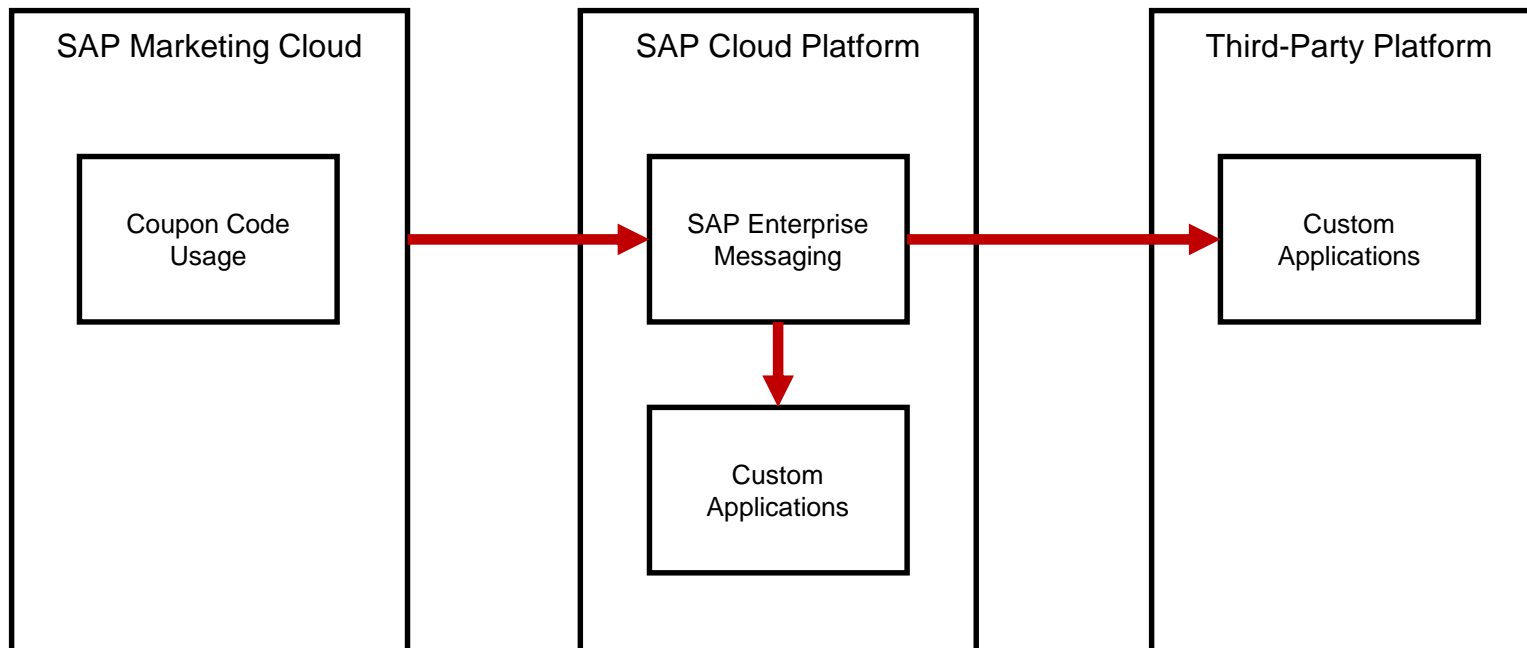
Entity CouponCodeUsageIntactnCntcts

- Get all the contacts and contact origins for a specific coupon code usage
- Get the contact and contact origin for a specific interaction contact
- Get a list of interaction contacts and contacts origins used in coupon code origins

What's New in Offer Management and Couponing

SAP Business Event Handling for Coupon Code Usages

When business event Handling is active for coupon code usages, then SAP Marketing Cloud triggers an event when a coupon code usage is created or updated. The benefit is that a custom application can directly do follow-up activities to keep the custom application or external system up-to-date.



Benefits for customers

Customer can subscribe to business event for Coupon Code Usages triggered in SAP Marketing Cloud to receive notifications from a queue, then the customer can take follow-up actions on the event to update their own external system, e.g. POS or coupon validation and redemption system.

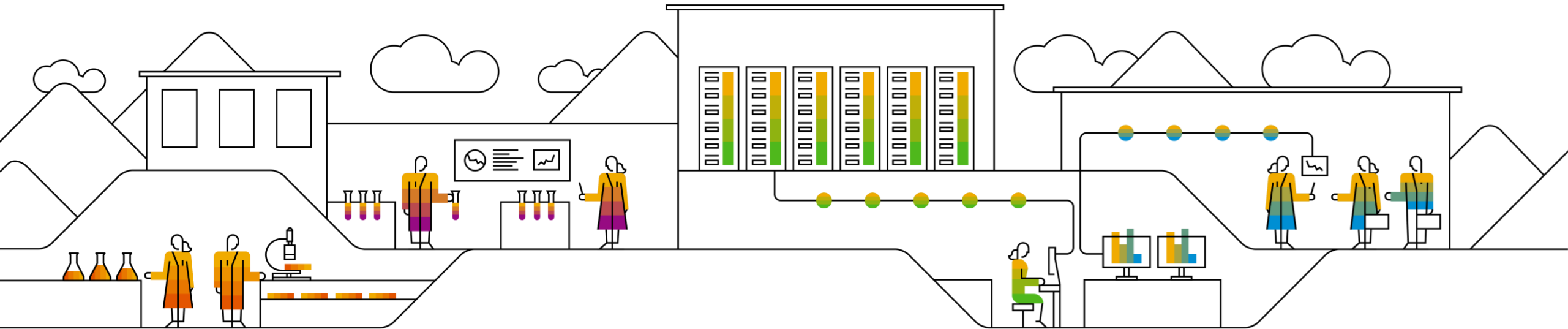
New capabilities

Triggers Coupon Code Usage events to inform external applications of an external system that changes happened on the coupon code usage level.

More information

See:
Integration Guide: [Business Event Handling](#)

What's New in Campaign Automation in 1905



What's New in Campaign Automation

Automatic Unsubscribe for Email Using SAP Digital Interconnect

The image shows two SAP screenshots. The left screenshot is titled 'Communication Arrangements' and shows details for arrangement 'SAP_COM_0040'. It includes a 'Common Data' section with fields for 'Arrangement Name' and 'Own System', and an 'Additional Properties' table with rows for 'Provider ID', 'Sender Profile ID', and 'Marketing Area ID'. The right screenshot is titled 'Sender Profile Details' for 'SAP Mobile Services Email'. It lists provider and profile information, and a yellow box highlights the 'Email Address for Unsubscribing' field, which is set to 'unsubscribe@eu1mail.sapdigitalinterconnect.com'.

Activate Communication Arrangement SAP_COM_0040.
The Email Address for Unsubscribing is defaulted into sender profile.

The image shows a mobile email client interface. At the top, it says 'Mail from mailing list' with an 'Unsubscribe' link. Below, the email header shows 'Von: MAKN Send from...'. The main body of the email contains 'MAKN_TEST UnsubscribeLink' and 'Hi Mathias Your special LINK'. A yellow callout bubble points to the 'Unsubscribe' link in the header.

Unsubscribe from your email header will result into a permission opt-out or newsletter unsubscribe.

The image shows the 'Contact Profile' view in SAP Marketing Cloud. It displays a contact's profile with a yellow box highlighting the 'Latest Interaction' section, which shows an 'OptOut for Marketing...' event dated '07/05/2018'.

Benefits for customers
Customers do not need to maintain the unsubscribe email, do not collect the unsubscribe information provided from email client, and do not handle the permissions based on an email unsubscribe. This is supported by SAP Marketing Cloud automatically with release 1905.

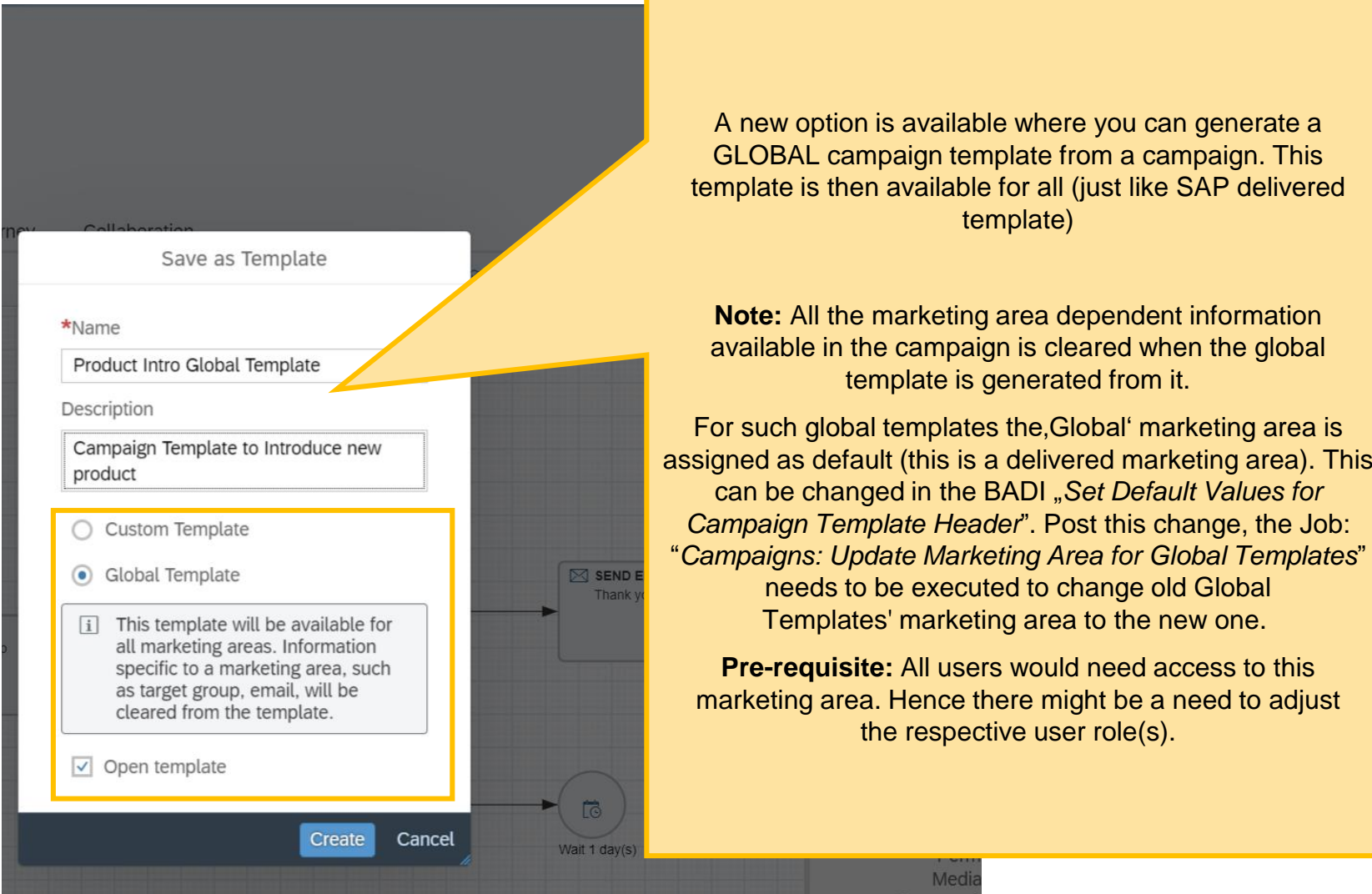
New capabilities

- Defaulting of sender profile with unsubscribe email address when activating a communication arrangement.
- Generate unsubscribe email into email header that it can be rendered by email client. Note that not all email clients support this.
- The unsubscribe information is collected by SAP Marketing Cloud from SAP Digital Interconnect.
- System will update automatically email permissions, opt-out, or unsubscribe.

More information
See: [Ways to Unsubscribe](#)

What's New in Campaign Automation

Global Campaign Templates



A new option is available where you can generate a GLOBAL campaign template from a campaign. This template is then available for all (just like SAP delivered template)

Note: All the marketing area dependent information available in the campaign is cleared when the global template is generated from it.

For such global templates the,Global' marketing area is assigned as default (this is a delivered marketing area). This can be changed in the BADI „Set Default Values for Campaign Template Header”. Post this change, the Job: “Campaigns: Update Marketing Area for Global Templates” needs to be executed to change old Global Templates' marketing area to the new one.

Pre-requisite: All users would need access to this marketing area. Hence there might be a need to adjust the respective user role(s).

Benefits for customers

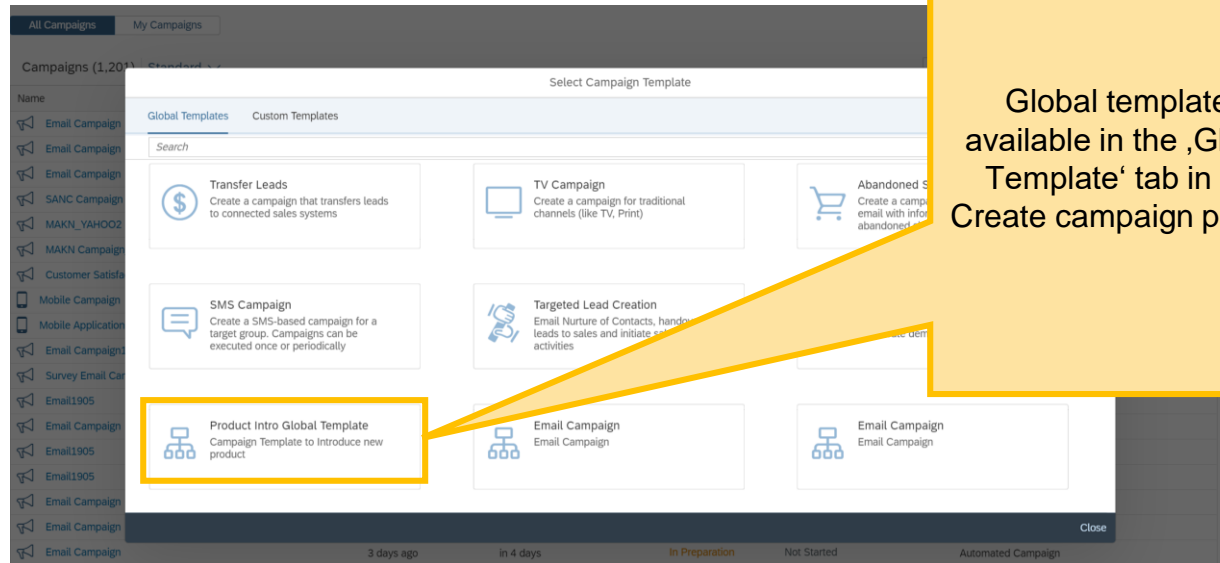
As a marketer, I want to provide a much easier & standard way to create campaigns with the relevant, most frequent reusable information already filled in the campaign. Also I want to only see the relevant information and hide the irrelevant information.

New capabilities

- Ability to create global template that are valid across the organization.
- Ability to manage (hide/unhide/configure) these global templates.

What's New in Campaign Automation

Global Campaign Templates



Global templates available in the ,Global Template' tab in the Create campaign popup.

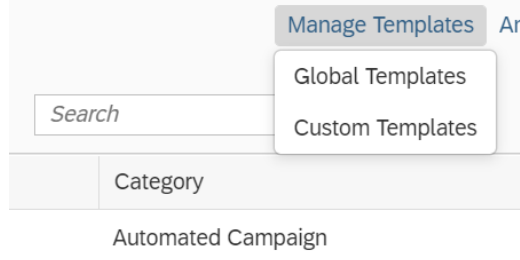
Option to Hide/ Edit Global created template

Benefits for customers

As a marketer, I want to provide a much easier & standard way to create campaigns with the relevant, most frequent reusable information already filled in the campaign. Also I want to only see the relevant information and hide the irrelevant information.

New capabilities

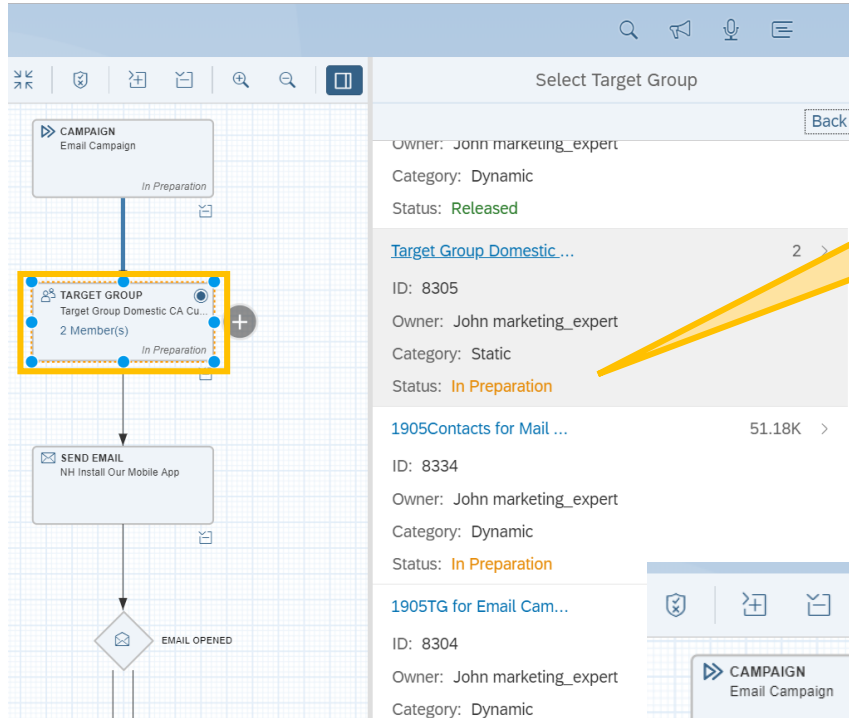
- Ability to create global template that are valid across the organization.
- Ability to manage (hide/unhide/configure) these global templates.



Template Name	Type	Active	
SMS Campaign	Provided by SAP	✓ ○	
Targeted Lead Creation	Provided by SAP	✓ ○	
Call Center	Provided by SAP	✓ ○	
"Always On" Campaign	Provided by SAP	✓ ○	
Externally Executed Campaign	Provided by SAP	✓ ○	
Product Intro Global Template	User-defined	✓ ○	Edit
Email Campaign	User-defined	✓ ○	Edit
Email Campaign	User-defined	✓ ○	Edit
CT Test Campaign SOAB	User-defined	✓ ○	Edit
Email Campaign	User-defined	✓ ○	Edit

What's New in Campaign Automation

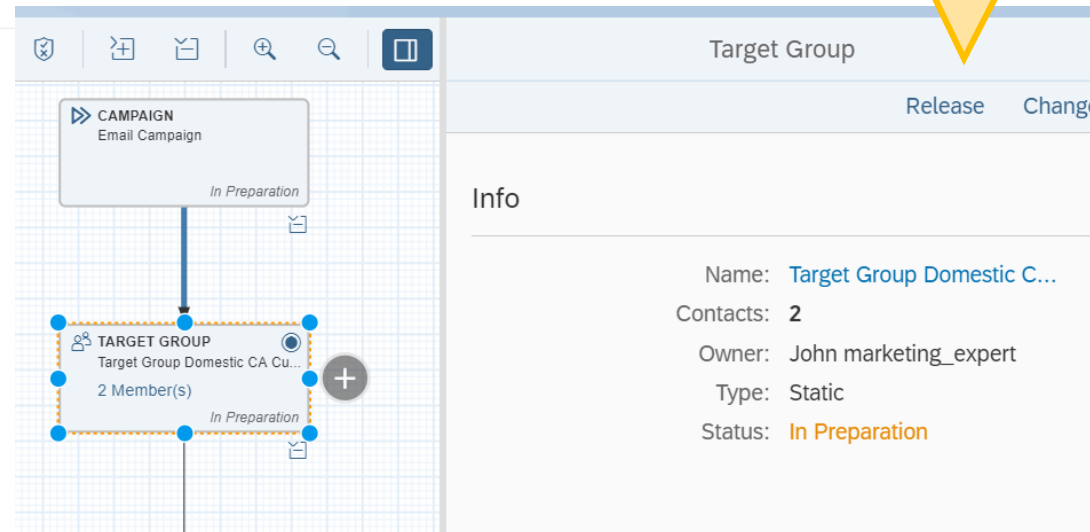
Assign Unreleased TG & Release from Campaign



Target Group
Owner: John marketing_expert
Category: Dynamic
Status: Released
Target Group Domestic...
ID: 8305
Owner: John marketing_expert
Category: Static
Status: In Preparation
1905Contacts for Mail ... 51.18K >
ID: 8334
Owner: John marketing_expert
Category: Dynamic
Status: In Preparation
1905TG for Email Cam...
ID: 8304
Owner: John marketing_expert
Category: Dynamic

It is possible to assign unreleased Target Group in the campaign

Option to Release the Target Group directly from campaign



Benefits for customers

As a marketer, I want to have an enhanced end-to-end user experience that includes consistency, availability of relevant information and better campaign design experience.

New capabilities

Ability to work with unreleased Target Group.

What's New in Campaign Automation

Ability to Revise Released Messages used in Running Campaign

The screenshot displays the SAP Campaign Automation interface. On the left, a campaign flowchart shows a 'CAMPAIGN' step (Email Campaign, Finished) leading to a 'TARGET GROUP' step (NH Target Group, 2 Member(s)) and then a 'SEND EMAIL' step (NEW Winter Campaign Email, Triggered Emails: 2, Delivered Emails: 2). A yellow callout points to the 'SEND EMAIL' step with the text 'Email already sent via campaign.' The main area shows the 'Send Email' configuration for 'NEW Winter Campaign Email'. The 'Details' section shows 'Filter Condition: None', 'Name: NEW Winter Campaign Email', 'ID: 4721', and 'Status: Released'. A 'Preview' section shows a sample email with the subject 'Winter Campaign' and content for 'WatchOutProducts' featuring a 'RUN WITH IT' banner. A yellow callout points to the preview with the text 'Released Message can be Revised'. Below the main interface, a second screenshot shows the same campaign flowchart but with the 'SEND EMAIL' step highlighted in orange and labeled 'In Revision'. The 'Details' section for this step shows 'Status: In Revision' and a message: 'This email is currently being revised. View latest email.' A yellow callout points to this message with the text 'Campaign shows information if the content is being revised.'

Email already sent via campaign.

Released Message can be Revised

Campaign shows information if the content is being revised.

Note: The Message Preview shown in the campaign pertains to the content that was used while sending.

Benefits for customers

As a marketer, I want more flexibility for my running campaigns.

New capabilities

Ability to Revise Released content used in a campaign that is running.

What's New in Segments, Campaigns, and Journeys Marketing Overview Page

The screenshot shows the SAP Marketing Overview Page with several callouts:

- Snapshot view of the processes**: Points to the top right area showing success information for paid social campaigns with a value of 5.75.
- Option to customize the cards using the RTA feature**: Points to the 'Manage Cards' dialog box, which allows users to toggle the visibility of various cards like 'Quick Links', 'Upcoming Campaigns', and 'Demand Unit Proposals'.
- Option to manage visibility as personalization in the overview page**: Points to the 'Manage Cards' dialog box, which also allows users to manage the visibility of cards as a personalization feature.

- Benefits for customers**
- Marketing Experts find it very difficult to access their required information from the various apps in the Fiori LP and make sense of it, and would prefer a overview page, which helps the users in giving a snapshot of their processes and also help them in navigating to respective applications for in-depth analysis or subsequent action.
 - View of all their processes so that the user can decide upon the items that need attention at a glance

- New capabilities**
- At the start of the day, a user would like to get a quick snapshot of the Campaign Execution, which includes, knowing if any Campaigns have run into errors, important KPIs for Campaign overall
 - During the day, or any point in time, the user is involved in discussions with various stakeholders and budget owners, collaborating with agencies to ensure proper execution of marketing strategy.
 - Customize the cards using the RTA feature

What's New in Segments, Campaigns, and Journeys

Custom Audiences for Digital Ad Campaigns with Adform

Adform Audience Base Data Provider

Dashboard Audiences Destinations Reports Settings Tracking Change Log

Audiences (All)

ADD CATEGORY +

Create

Extensions x Status x UID's Total x UID's Sources x Reset

<input type="checkbox"/>	Status	Audience Name / Owner ID		Audience ID	Audience Category	CPM Price	TTL - A
<input type="checkbox"/>	ACTIVE	60+ (copy) 60copy		1251118	Demographic / Age	0.50	21
<input type="checkbox"/>	ACTIVE	60+ G12-07		1249900	Demographic / Age	0.50	21
<input type="checkbox"/>	ACTIVE	Tracking Tr-01		1251894	Demographic	0.00	14
<input type="checkbox"/>	ACTIVE	Female G1-02		1249887	Demographic / Gender	3.00	21
<input type="checkbox"/>	ACTIVE	University G132-03		1249893	Demographic / Social status / Education	10.00	21
<input type="checkbox"/>	ACTIVE	18-25 G12-01		1249894	Demographic / Age	0.50	22
<input type="checkbox"/>	ACTIVE	39-45 G12-04		1249897	Demograph / Age	0.50	21

Page: < Prev 1 2 Next >

Benefits for customers

- Marketers can leverage the enriched profile in Marketing Cloud to create custom audiences that can be transferred and further expanded in the Adform Data Management Platform (DMP).
- The audiences within the DMP can be enriched by 3rd party data available in Adform.
- Marketers can use the Demand-Side Platform (DSP) in Adform to run display-ad campaigns on the audience.

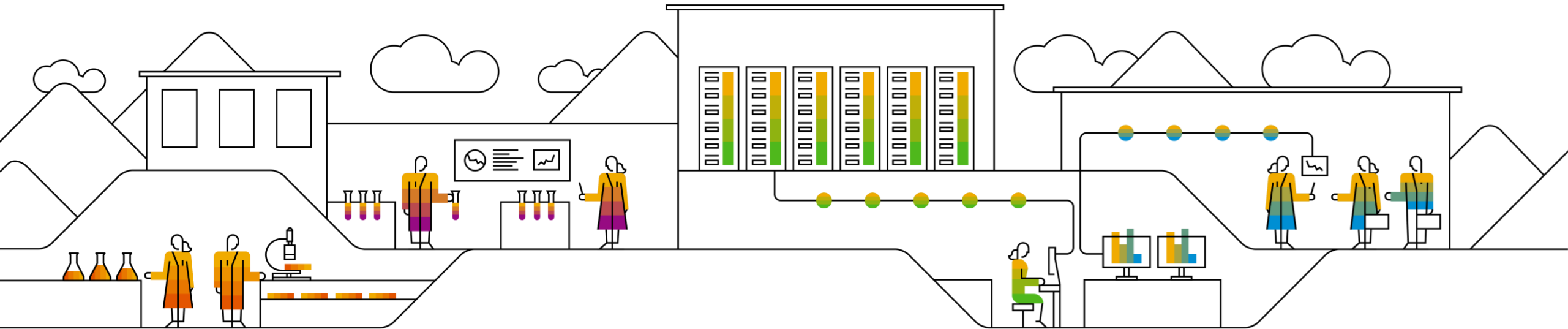
New capabilities

- SAP Marketing Cloud integration with Adform Advertiser Edge – boasting an out-of-the-box integration to a data management platform (DMP).
- Marketer can create a target group in SAP Marketing Cloud using the mapped DMP IDs.
- The target group can be transferred to Adform as a custom audience and leveraged for Display Ad campaigns.

More information

See: [Adform Audiences Campaign](#) and [Integration with Adform](#)

What's New in Content Studio – Forms & Landing Pages in 1905



What's New in Content Studio – Forms & Landing Pages

Forms

Form

Analytics can be filtered

Metric	Value
Views	10
Submissions	7
Submissions / Views	70%
New Contacts	3
New Contacts / Submissions	42%

Quarters	Views
3.2017	1
4.2017	1
1.2018	0
2.2018	0
3.2018	1
4.2018	0
1.2019	6
2.2019	1

Benefits for customers

Define a form to collect contact information and use it in a landing page

New capabilities

- Old landing pages have been renamed to 'Forms'
- Analytics can be filtered on a specific landing page where the form is embedded

More information

See: [Forms](#) and [Landing Page and Form Analytics](#)

What's New in Content Studio – Forms & Landing Pages

New Landing Page

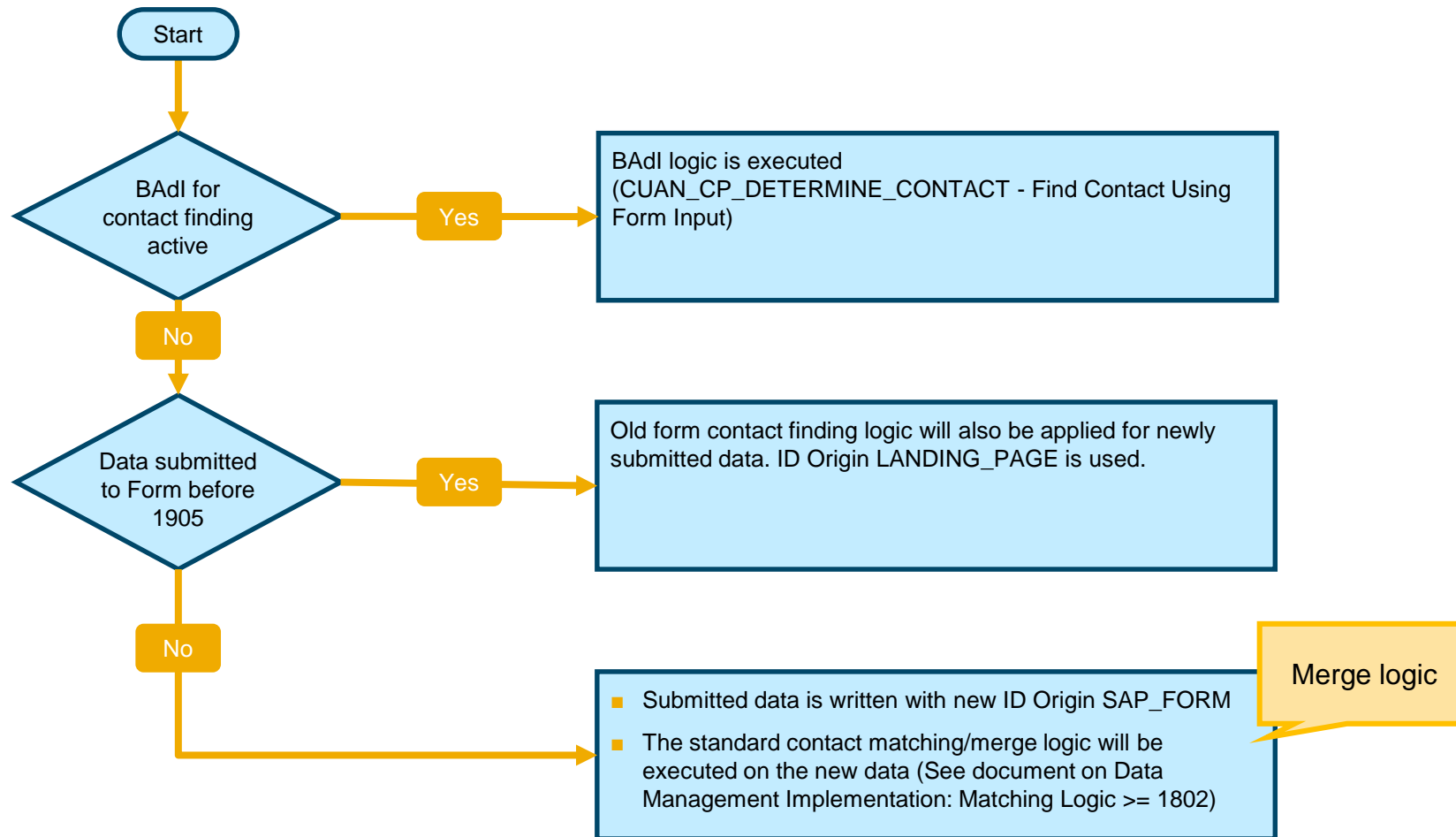
The screenshot displays the SAP Content Studio interface for creating a 'Webinar Landing Page'. The main workspace shows a design view of a registration form with a blue header and a photo of people in a meeting. Callouts highlight several new features:

- Layout rows:** A panel on the left shows various grid layouts for text, images, and buttons.
- Multi-device previews:** A 'Preview Mobile' button is visible in the top navigation.
- Embed forms as reusable blocks:** A 'Form' icon is shown next to the registration form on the page.
- Form Editor:** A separate window shows the form's fields (First Name, Last Name, E-Mail Address, etc.) and settings.
- Form Analytics:** A panel on the right shows 'Form Analytics' settings, including 'Form' selection and styling options like background color and padding.
- Embed form with adapted styling:** A callout points to the form on the page, indicating it can be styled to match the landing page.
- Adapt style of form:** A callout points to the styling options in the 'Form Analytics' panel.
- HTML elements:** A callout points to the 'HTML' button in the bottom right, which opens a code editor showing HTML snippets for social media icons.
- Publishing:** A callout points to the 'Publish' button in the bottom right of the form editor.
- Blocks can be dragged and dropped on any layout row:** A callout points to the 'Blocks' panel on the left, which contains icons for Text, Button, HTML, Image, Video, and Divider.

- Benefits for customers**
Create landing pages with a new, intuitive, drag and drop editor with responsive WYSIWYG layouts and easy-to-use style controls.
- New capabilities**
- Choose from different responsive layouts
 - Blocks can be dragged and dropped on any layout
Additional styling can be applied to layout columns or rows (colours, background image, padding, alignment) and blocks
 - HTML elements for maximum flexibility
 - Embed forms as reusable blocks
 - Adapt style of form to the landing page
 - Access to Form Analytics
 - Multi-device previews
 - Out-of-the-box publishing of landing pages
- More information**
See: [Landing Pages](#)

What's New in Content Studio – Forms & Landing Pages

New Contact Matching Logic for Submitted Form Data



Benefits for customers

Submitted form data will be processed irrespective of ambiguous contact data (e.g. if there is more than one contact with the same set of attributes)

New capabilities

New forms create contact data with the new origin SAP_FORM and the data is handled by the match and merge logic for contacts.

More information

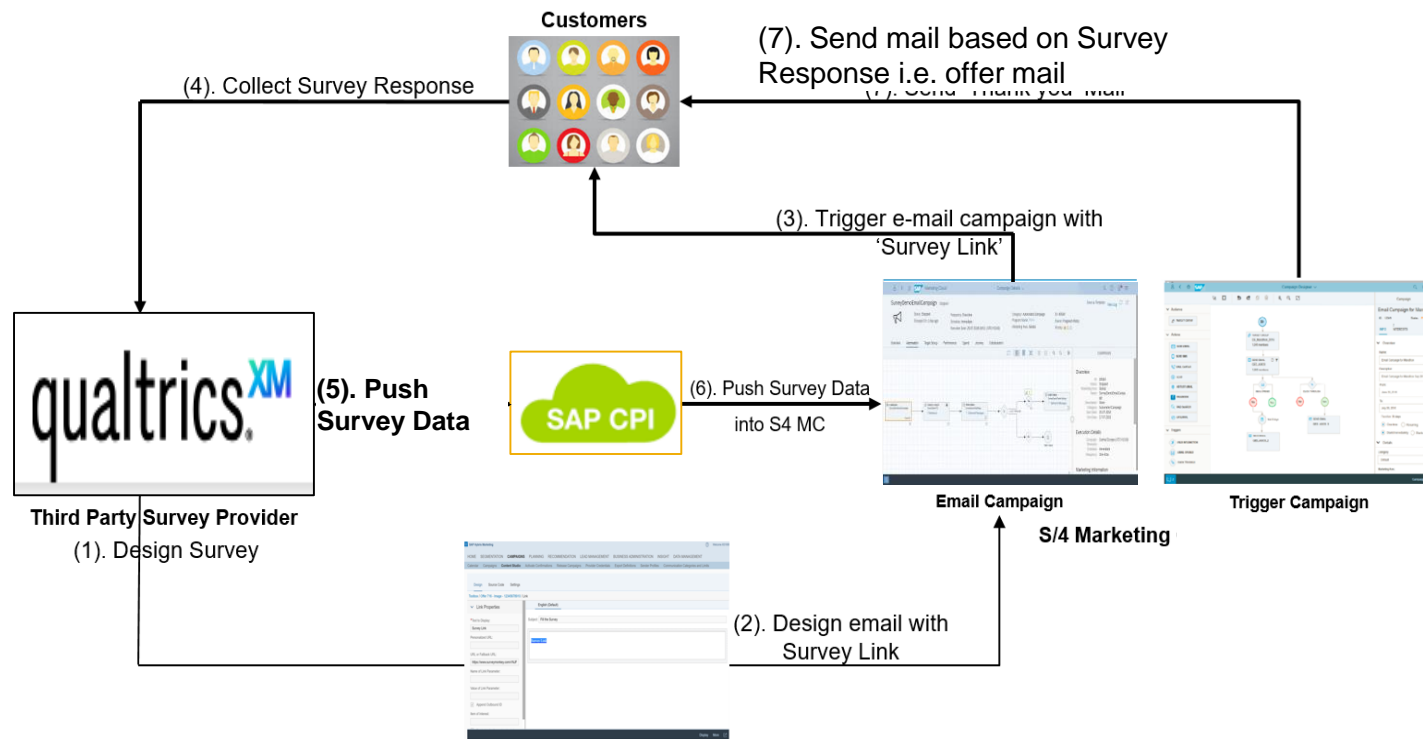
See: [Match and Merge Contacts on Import](#)

What's New in Survey Integration in 1905



What's New in Survey Integration

Integrating Qualtrics Survey Data with SAP Marketing Cloud



Benefits for customers

Qualtrics offers excellent platform to derive insights out of Survey data. This could be used by customer for retargeting and triggering further marketing activities.

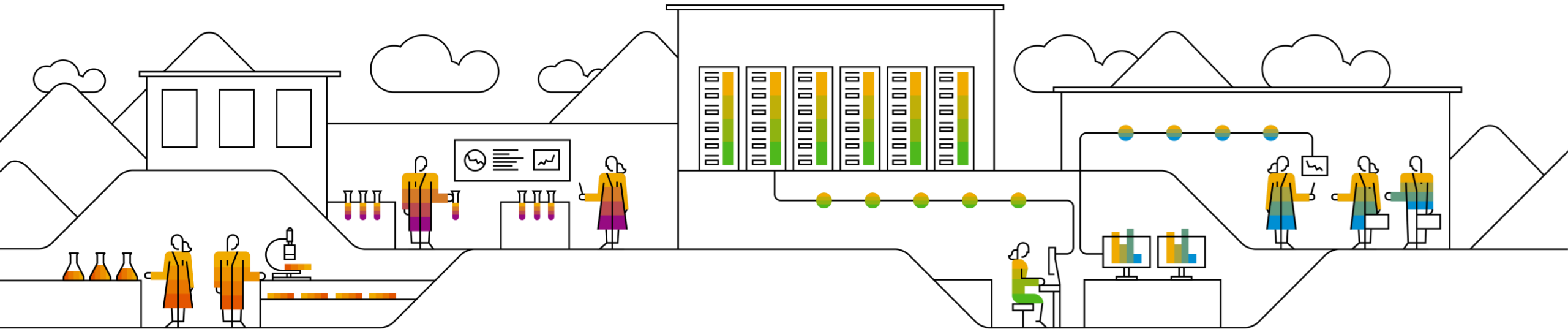
New capabilities

Standard Integration flows would be available to bring Qualtrics survey data into SAP Marketing Cloud via SAP Cloud Platform Integration.

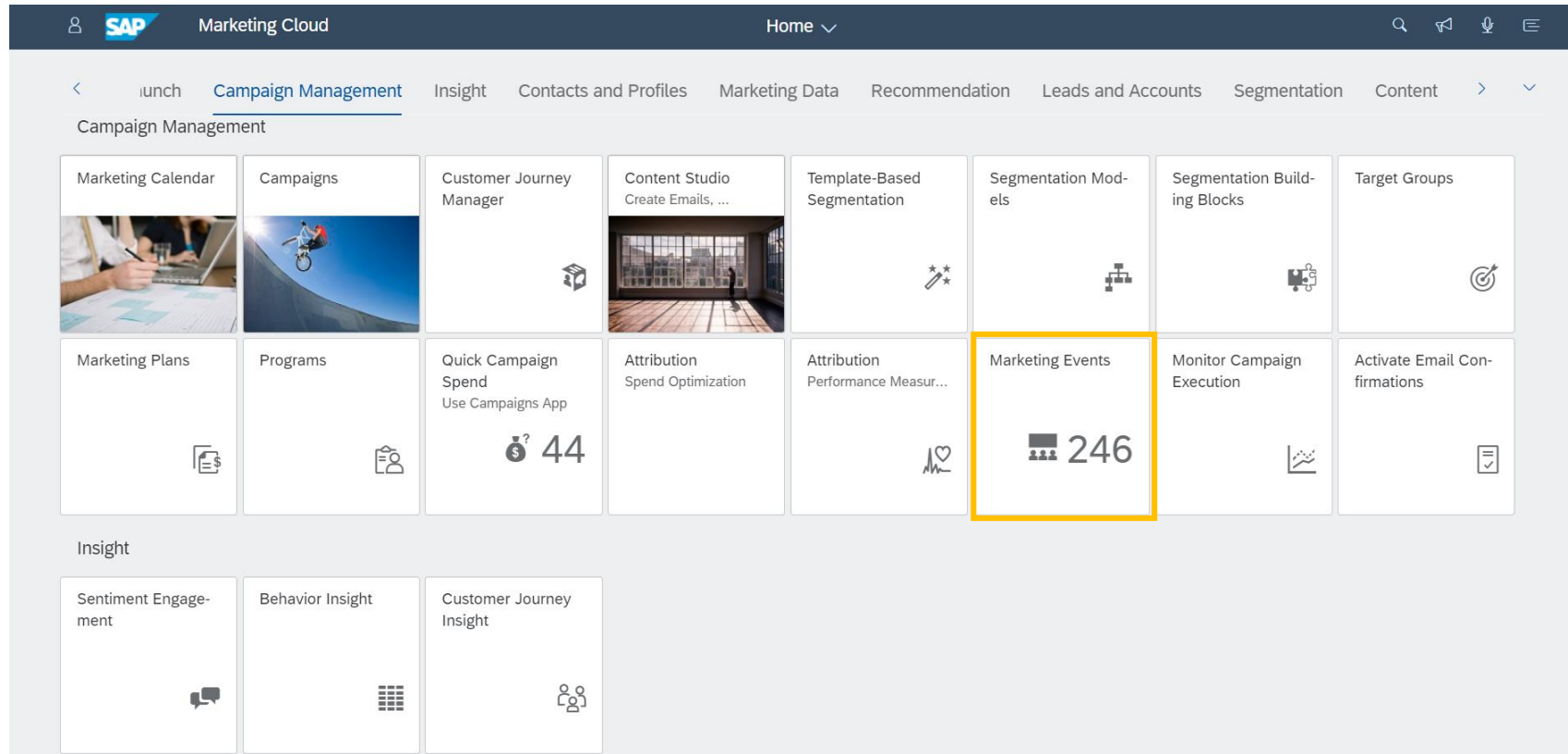
More information

See: Will be available in the Integration Guide published on help portal.

What's New in Marketing Events in 1905



What's New in Marketing Events



Benefits for customers

The Marketing Events app provides an overview of marketing events, such as Webinar. It also displays key information of participants and the performance summary of the event.

The events are hosted on event provider platforms, for example, ON24 platform and the event information is imported into SAP Marketing Cloud system.

More information

See: [Marketing Events](#)

What's New in Marketing Events

List of Marketing Events

Standard * ▼

SAP Ariba ✕ 🔍 Status: ▼ Date Range: MM/dd/yyyy - MM/dd/yyyy 📅 Adapt Filters



Marketing Events (125) ↕ ⚙️ 📄 ▼

Name	ID	Date	Time	Status	
SAP Ariba: Invoicing 1/18/2018	358	01/18/2019	10:00 - 10:16 Japan (UTC+09:00)	Conducted	>
SAP Ariba: Introduction to the Ariba Discovery 1/11/2018	357	01/11/2019	10:00 - 10:16 Japan (UTC+09:00)	Conducted	>
SAP Ariba: Registration 1/4/2018	356	01/04/2019	10:00 - 10:16 Japan (UTC+09:00)	Conducted	>
SAP Ariba: Introduction to the Ariba Network 12/21/2018	355	12/21/2018	11:00 - 11:16 Brazil Andes (UTC-05:00)	Conducted	>
SAP Ariba: Supplier Management for Buyers 12/14/2018	354	12/14/2018	10:00 - 10:16 Japan (UTC+09:00)	Conducted	>
SAP Ariba: Administrator's Guide to the Ariba Network 12/7/2018	353	12/07/2018	10:00 - 10:16 Japan (UTC+09:00)	Conducted	>
SAP Ariba: Creating An Auction Part 2 11/30/2018	351	11/30/2018	10:00 - 10:16 Japan (UTC+09:00)	Conducted	>
SAP Ariba: Participating in an Auction 11/29/2018	350	11/29/2018	17:00 - 17:30 Brazil Andes (UTC-05:00)	Conducted	>
SAP Ariba: Invoicing 11/29/2018	348	11/29/2018	15:00 - 16:00 Brazil Andes (UTC-05:00)	Conducted	>
SAP Ariba: Cómo participar en las subastas 11/29/2018	349	11/29/2018	15:00 - 15:30 Brazil Andes (UTC-05:00)	Conducted	>
SAP Ariba: Light Account 11/29/2018	347	11/29/2018	13:00 - 13:30 Brazil Andes (UTC-05:00)	Conducted	>
SAP Ariba: Introduction to Ariba Discovery 11/29/2018	345	11/29/2018	10:00 - 10:30 Brazil Andes (UTC-05:00)	Conducted	>

What's New in Marketing Events

Marketing Events – General Details

SAP Ariba: Light Account 10/4/2018

	Date: 10/04/2018	Event Status	Provider	Changed
	Time: 11:00 - 11:44 Brazil Andes (UTC-05:00)	Conducted	ON24 QA Webinar Platform	2 weeks ago

[Overview](#) [Participants](#) [Performance](#)

ID: 288

External ID: 1844730

Name: SAP Ariba: Light Account 10/4/2018

Marketing Area: Global

Registration URL: <https://eventqa.on24.com/wcc/r/1844730/A67DBF7B6288FA887A44F786812A2C38>

What's New in Marketing Events

Marketing Events – Participant Details

Marketing Cloud Marketing Event Details

SAP Ariba: Light Account 10/4/2018

Date: 10/04/2018 Event Status: **Conducted** Provider: ON24 QA Webinar Platform Changed: 2 weeks ago
 Time: 11:00 - 11:44 Brazil Andes (UTC-05:00)

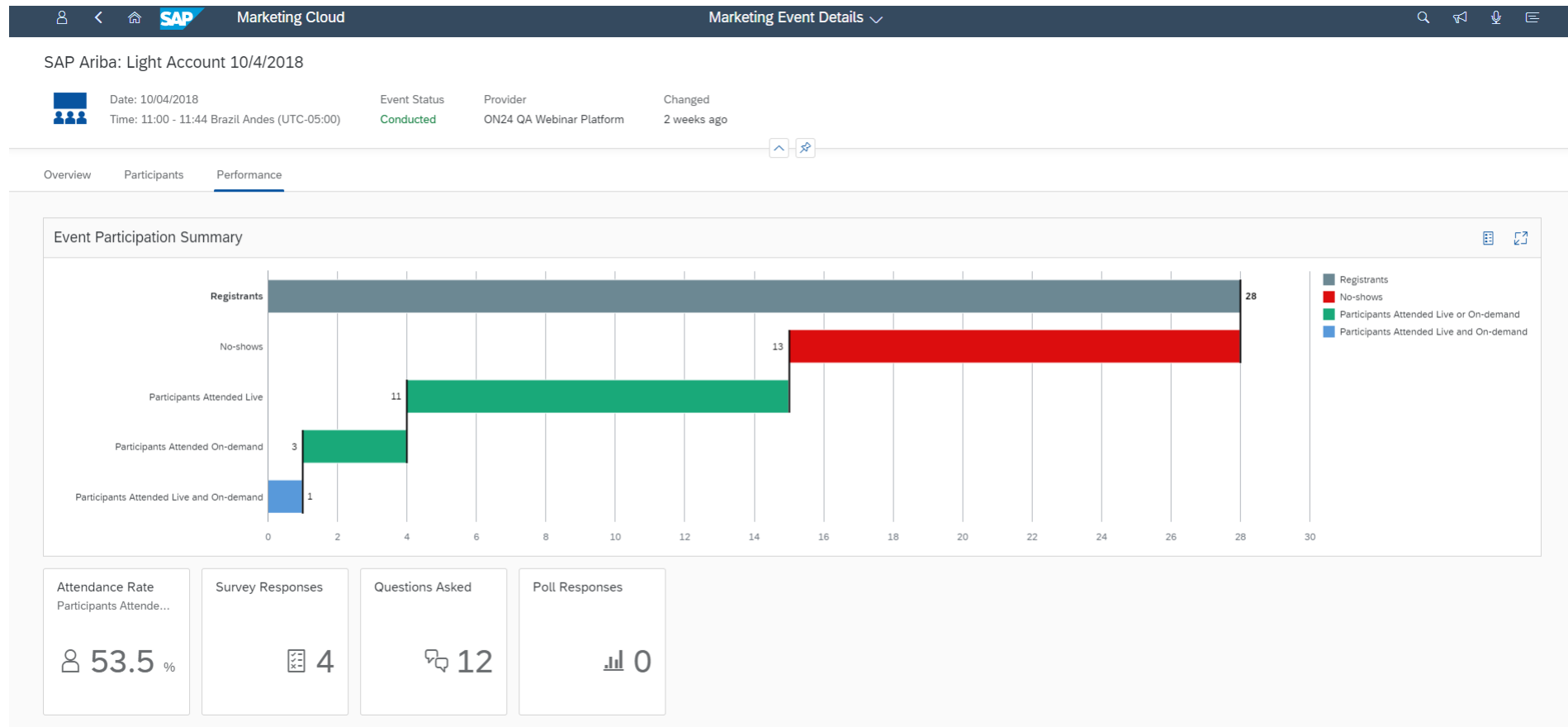
Overview **Participants** Performance

Participants (28)

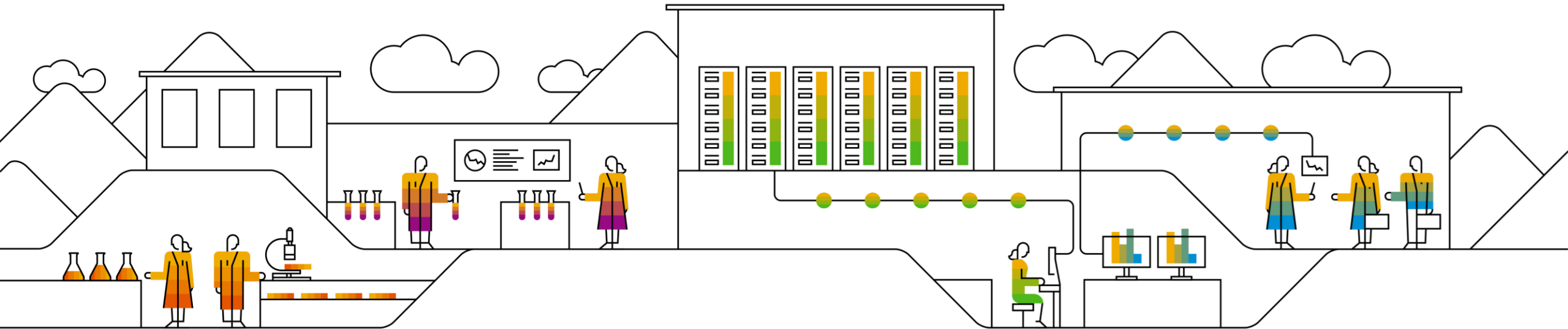
Name	Company Name	Email	Status	Total Duration
Randall	HAS Marketing	214854386@hasmarketing.net	No-show	0 minutes
Susanne	Cooper Electrical Construction Company	214933673@coopereic.com	Attended	29 minutes
Robert	Stellar Industrial Sales Ltd.	214953923@stellarindustrial.ca	Attended	32 minutes
Teresa	Bureau of Security Specialists, Inc.	214959609@gmail.com	Attended	44 minutes
Barbara	Krofta Technologies, LLC	215029118@krofta.com	Attended	29 minutes
Kristie	C H Harris, Inc.	215159646@chharris.com	Attended	20 minutes
Anonymous	Ariba	215173177@sap.com	No-show	0 minutes
ALISHA	EMERSON	215455890@emerosn.com	No-show	0 minutes
Anonymous	SAP Ariba	215460897@sap.com	No-show	0 minutes
Nancy	The Pollard Agency, Inc	215511623@aol.com	No-show	0 minutes
Dianne	Electrical Design & Construction	215592626@edcelectrical.com	Attended	12 minutes
Sharon	Atlantic Alltrade Limited	215657379@ns.sympatico	Attended	54 minutes

What's New in Marketing Events

Marketing Events – Performance Details



What's New in Messages and Email Templates in 1905



What's New in Messages and Email Templates

Bulk Actions within the Object Worklist (OWL)

Items (1682) | Standard

Name	ID	Content Type	Marketing Area	Status	Changed On	Changed By
	5697	Email	Global	In Preparation	1 day ago	Arne Manthey
<input checked="" type="checkbox"/>	6387	Email	Global	In Preparation	1 day ago	John marketing_expert
<input checked="" type="checkbox"/>	6386	Email	Global	In Preparation	4 days ago	_SAPD038601
<input checked="" type="checkbox"/>	6377	Email	Global	In Preparation	4 days ago	_SAPD056243
<input type="checkbox"/>	6375	Email	Global	In Revision	5 days ago	John marketing_expert
<input type="checkbox"/>	6081	Email	Global	Released	5 days ago	John marketing_expert
<input type="checkbox"/>	6338	Email	Global	Released		marketing_expert
<input type="checkbox"/>	6374	Email	Global	In Preparation		marketing_expert
<input type="checkbox"/>	6373	Email	Global	In Preparation		marketing_expert
<input type="checkbox"/>	6372	Email	Global	In Preparation		marketing_expert
<input type="checkbox"/>	6376	Email	Global	In Preparation		marketing_expert
<input type="checkbox"/>	6325	Email	Global	In Preparation	5 days ago	John marketing_expert
<input type="checkbox"/>	6371	Email	Global	In Preparation	5 days ago	John marketing_expert
<input type="checkbox"/>	6350	Email	Global	In Preparation	6 days ago	John marketing_expert
<input type="checkbox"/>	6359	Email	Global	In Preparation	6 days ago	John marketing_expert
<input type="checkbox"/>	1398	Email	Global			
<input type="checkbox"/>	5842	Email	Global			
<input type="checkbox"/>	6349	Email	JG Test Marketing Area Foot			
<input type="checkbox"/>	6335	Email	Global	In Preparation		Arne Manthey
<input type="checkbox"/>	6346	Email	Global	In Preparation	1 day ago	John marketing_expert

Benefits for customers
 Customers are able to change the status for multiple items at the same time without the need to navigate to each item.

Mass deletion of items which are in status “In Preparation” is also possible.

New capabilities
 You can do bulk actions on many items
 - mass status change
 - mass deletion

What's New in Messages and Email Templates

Error Handling within the Object Worklist (OWL)

Marketing Cloud Content Studio

2.8K All Types

Items (1682) Standard

Name	ID	Content Type	Marketing Area	Status	Changed On	Changed By
	6375	Email	Global	Released	today	John marketing_expert
	5697	Email	Global	In Preparation	1 day ago	Arne Manthey
	6387	Email	Global	In Preparation		eting_expert
	6386	Email	Global	In Preparation		601
	6377	Email	Global	In Preparation		243
	6081	Email	Global	Released		eting_expert
		Email	Global	Released		eting_expert
		Email	Global	In Preparation	5 days ago	John marketing_expert
	6325	Email				
	6371	Email				
	6350	Email				
	6359	Email	Global	In Preparation	6 days ago	John marketing_expert
	1398	Email	Global	In Revision	6 days ago	John marketing_expert
	5842	Email	Global	In Preparation	6 days ago	John marketing_expert
	6349	Email	JG Test Marketing Area Food	In Preparation	6 days ago	John marketing_expert
	6335	Email	Global	In Preparation	03/26/2019	John marketing_expert
	6346	Email	Global	In Preparation	03/26/2019	John marketing_expert

Highlighting the item when user clicks on an error message

Error Messages appears for all objects which could not process the action

- Email "6387": Message has category "CONTENT" and...
- Email "6386": Message has category "CONTENT" and...
- Email "6377": No sender profile maintained.
- Email "6377": Message cannot be released.
- Email "6081": Message cannot be released while in st...

Benefits for customers
 Customers can easily check why a status change or a deletion was not completed for one or more items.
 Quick navigation to the items which could not process the bulk actions

New capabilities
 Error handling for all objects in Content Studio
 Navigation to each item when error message is clicked

What's New in Messages and Email Templates

Edit Released Messages

The screenshot displays the SAP Marketing Cloud interface for editing a released message. The main window shows a preview of an email template for 'SHOPPING COMPANY' with a '30% OFF' summer sale banner. The 'Edit' button is highlighted in the top navigation bar. A yellow callout box points to the 'Edit' button with the text: 'Edit button is enabled for released messages'. Below the preview, a list of message variants is shown, including 'Copy of rub1', 'Copy of rub1 MR', 'rub1', 'test rub', 'Copy of jk rub testday 1', and 'language dependet rub'. The 'Reject Revision' button is also highlighted in the bottom navigation bar. A yellow box at the bottom of the preview area contains the text: 'Message set to "In Revision"'. The subject line is 'Your Summer Sale Starts Here!'.

Benefits for customers

Customers can make corrections in their marketing messages without the need of creating new messages. Creating new marketing messages just for the sake of corrections left the uncorrected messages in the customers work list making the list confusing for the user.

For started campaigns that can only be stopped but not paused, like for example trigger based campaigns, customers can now change the content for the same campaign.

New capabilities

You can edit released messages, even if

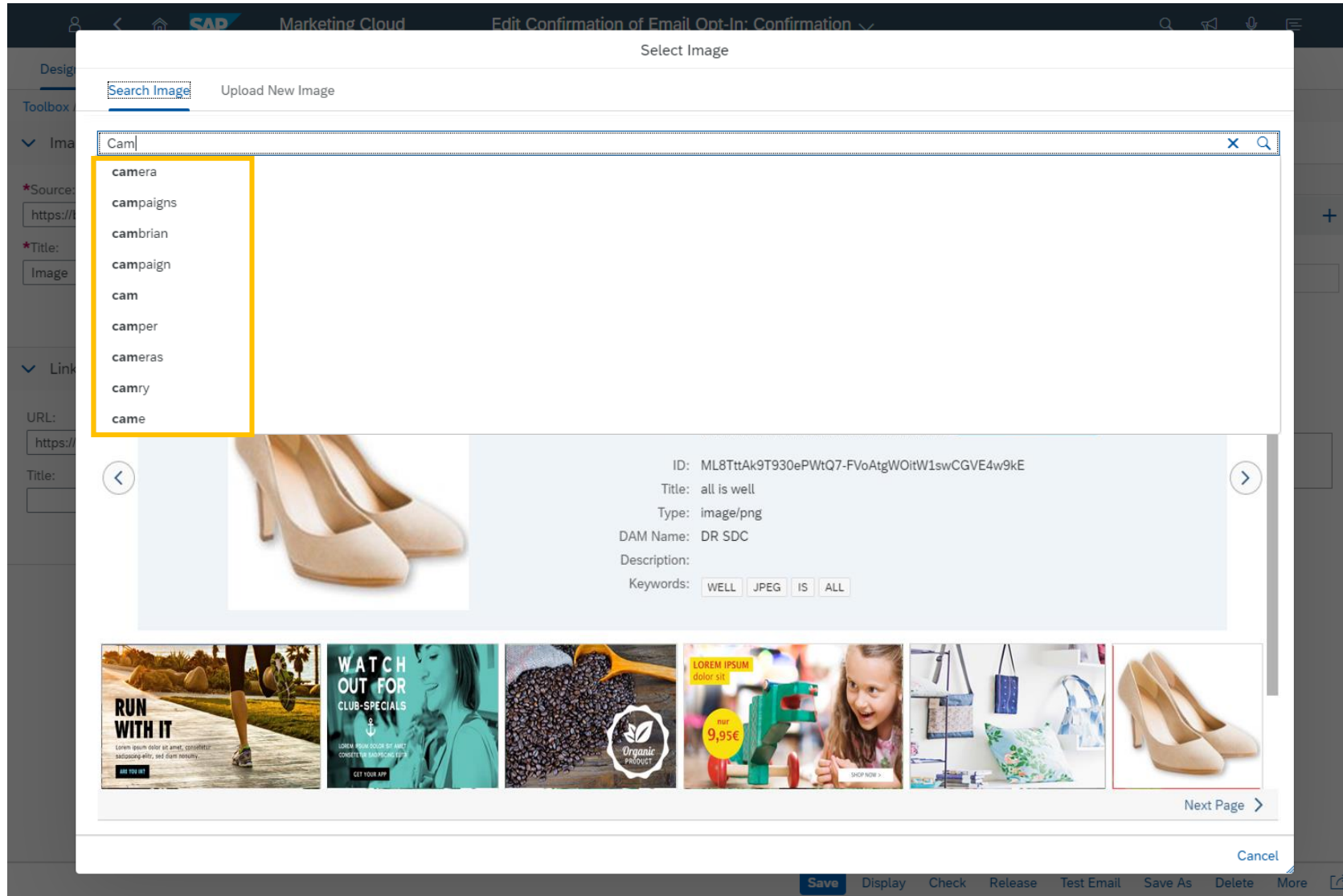
- they have been sent with a campaign or
- the e-mail is used in an active confirmation

More information

See: [Revise Released Messages](#)

What's New in Messages and Email Templates

Search Term Proposals in Image Search



Benefits for customers

User experience has been improved: Users can search for images more easily and faster than before as typos are avoided that would hide relevant results.

New capabilities

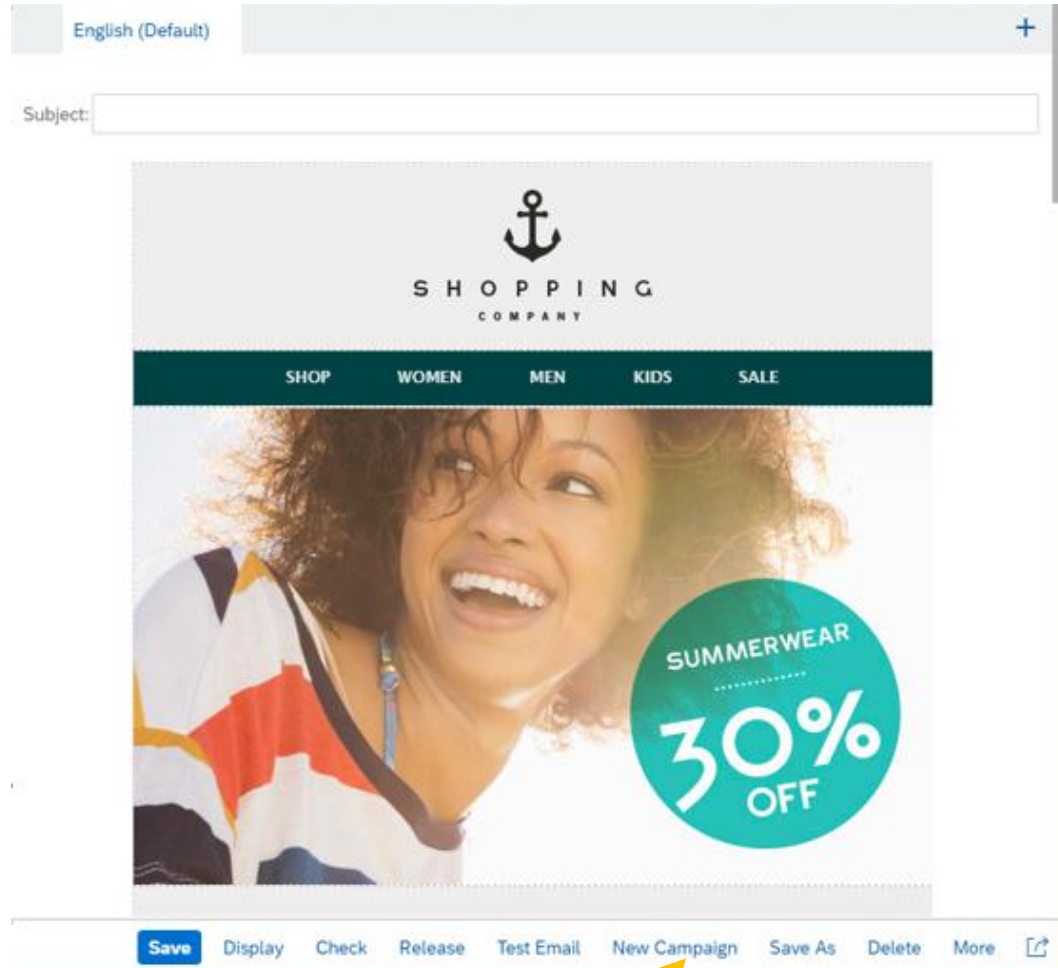
When you search for an image, possible search terms are now displayed below the search field as soon as you enter at least one letter in the search field.

More information

See: [Using Image Links in Emails and Email Templates](#)

What's New in Messages and Email Templates

Create Campaign From Content Studio



Create
New Campaign

Benefits for customers

End-To-End User experience has been improved:

Users do not need to navigate to the Campaigns app anymore.

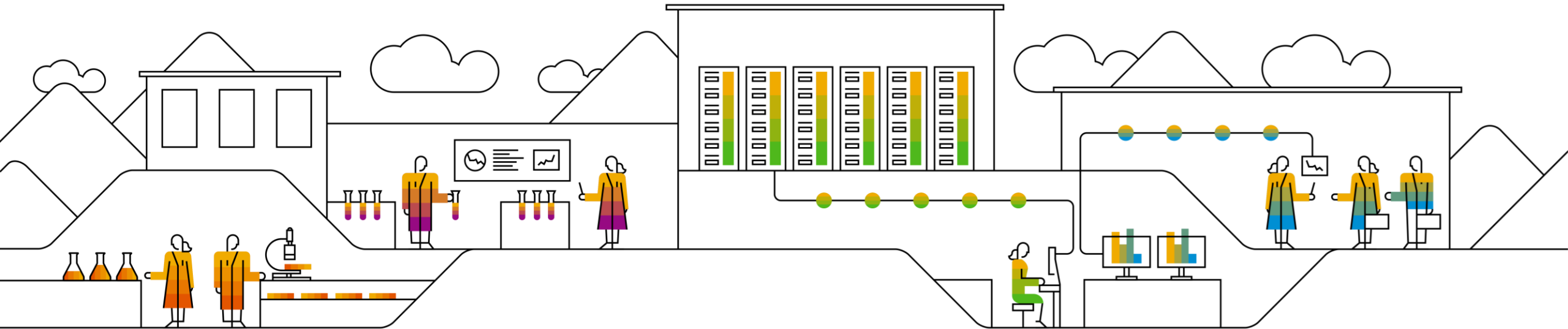
Users do not need to remember the name or id of the marketing content they want to assign to the campaign.

New capabilities

It is now possible to create a campaign from the Content Studio app. You can create all kinds of campaigns directly from the Content Studio.

While designing a message, choose **New Campaign** to navigate to the Campaign app where you create the required campaign. The message is automatically assigned to the campaign as content.

What's New in Lead Nurturing in 1905



What's New in Lead Nurturing Inclusion Criteria

The screenshot displays the SAP Marketing Cloud interface for a Lead Nurture Stream. The main workspace shows a campaign flow for 'Gallo d'Oro Coffee giveaway' with three stages: 'Gallo d'Oro Blonde Roast', 'Gallo d'Oro Gift', and 'Gallo d'Oro FOURSQUARE'. The 'Gallo d'Oro Gift' stage is highlighted with a dashed orange border. To the right, the 'Campaign' configuration panel is visible, showing details for 'Gallo d'Oro Gift' and an 'Inclusion Criteria' section with the 'Include Inbound Interactions' checkbox checked.

Information
*Name: Gallo d' Oro Gift
Wait Period: 0 Day(s)
Selected Campaign: Gallo d' Oro Gift
ID: 46317
Category: Automated Campaign
Owner: 1027522

Exclusion Criteria
Interaction Type: Select Interaction Type
URL:

Inclusion Criteria
<input checked="" type="checkbox"/> Include Inbound Interactions

Use the inclusion criteria option to check the inbound interactions of users in the previous campaign

New capabilities

Checks inbound interactions of users in the previous campaign.

Inbound interactions include the following actions by the user:

- Clicking on a link in the email received
- Opening the email received
- Viewing application notifications on mobile

More information

See: [Campaign](#)

What's New in Lead Nurturing

Skip campaigns for a certain duration

The screenshot displays the SAP Marketing Cloud interface for a Lead Nurture Stream. The main area shows a stream for 'Gallo d'Oro Cafe' with a campaign 'Gallo d'Oro Coffee giveaway' and a sub-campaign 'Gallo d'Oro Blonde Roast' which is marked as 'Finished'. A 'TG_Awareness' card is also visible with 160 contacts, 160 joiners, and 0 leavers. A 'Campaign' panel on the right is open, showing options to skip the campaign. The 'Skip this campaign?' dialog has a 'YES' button and two radio buttons: 'Skip Always' and 'Skip Between'. The 'Skip Between' option is selected, with a start date of 26.02.2019 and an end date of 13.02.2024. A warning message states: 'This campaign will be skipped selected time period.' A callout box explains: 'After you start a stream, if a campaign is not required for a particular time period, you can choose to skip that campaign.'

What's New in Lead Nurturing

KPI for campaigns

The screenshot displays the SAP Lead Nurturing interface. On the left, a lead nurture stream is shown with three stages: Awareness (154 contacts), Consideration (160 contacts), and Intent (615 contacts). The 'What to Expect' campaign is highlighted in the Consideration stage. On the right, the 'Campaign' detail panel for 'What to Expect' is shown, featuring a 'Key Performance Indicators' section with a yellow border. The KPIs are as follows:

Key Performance Indicators	
Sent Messages	Opened Messages
0	0
Hard Bounces	CTR%
0	0

Below the KPIs, the 'Exclusion Criteria' section shows: Interaction: None, Type: None, URL: None. A yellow callout box points to the KPI section with the text: "You can now view the performance of each campaign in the lead nurture stream."

What's New in Lead Nurturing

Create target group for inactive contacts

The screenshot displays the SAP Lead Nurturing interface. A 'Create Target Group' dialog box is open, showing the following fields:

- *Name:** Target Group created from LNS
- Description:** Target group for inactive contacts
- Target Group Type:** Dynamic
- *Marketing Area:** Global OP
- *Inactive Since:** 20 Day(s)

The 'Create' button is highlighted with a yellow box. A yellow callout box contains the text: "Use this feature to identify and group contacts who have not responded to campaigns over a specific time period."

The background shows a campaign flow with stages: Awareness (154 contacts) and Consideration (160 contacts). The 'Consideration' stage is active, showing steps like 'View DKOM Page', 'View Conference Agenda', and 'Share Social Media Buzz'. The right sidebar displays details for the 'Consideration' stage, including information, target group details, recurrence, and inactive contacts.

What's New in Lead Nurturing

Copy Lead Nurture Stream with Campaigns

The screenshot displays the SAP Marketing Cloud interface for a Lead Nurture Stream named 'Gallo d' Oro Cafe'. The stream is in a 'Released' and 'Running' state. A 'Copy Lead Nurture Stream' dialog box is open, showing the following details:

- Name:** Copy of Gallo d' Oro Cafe
- Description:** Gallo d' Oro Cafe for New Flavours
- Schedule Date:** 26.02.2019
- Copy associated campaigns

A yellow callout bubble points to the 'Copy associated campaigns' checkbox with the text: "You can create copies of a lead nurture stream by using Copy option".

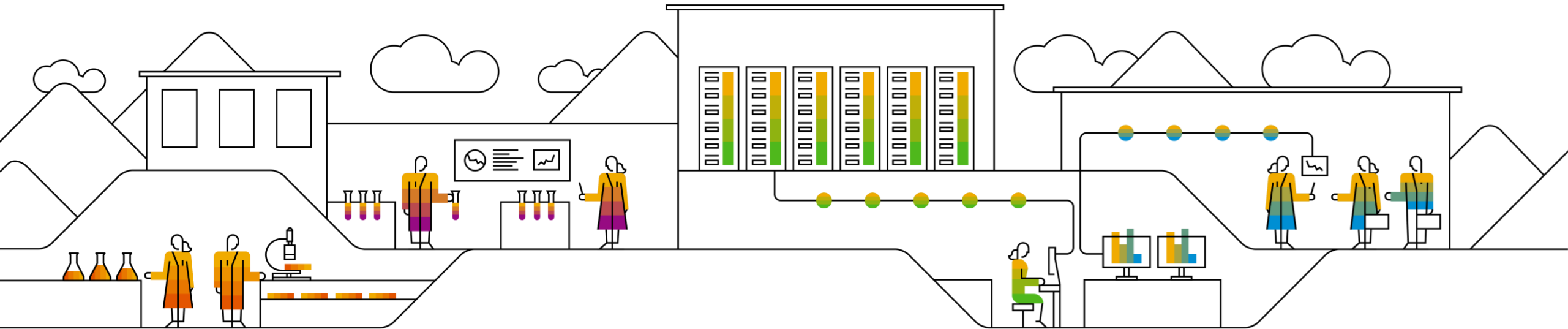
New capabilities

You can create copies of a lead nurture stream along with associated campaigns using 'Copy associated campaigns' option.

More information

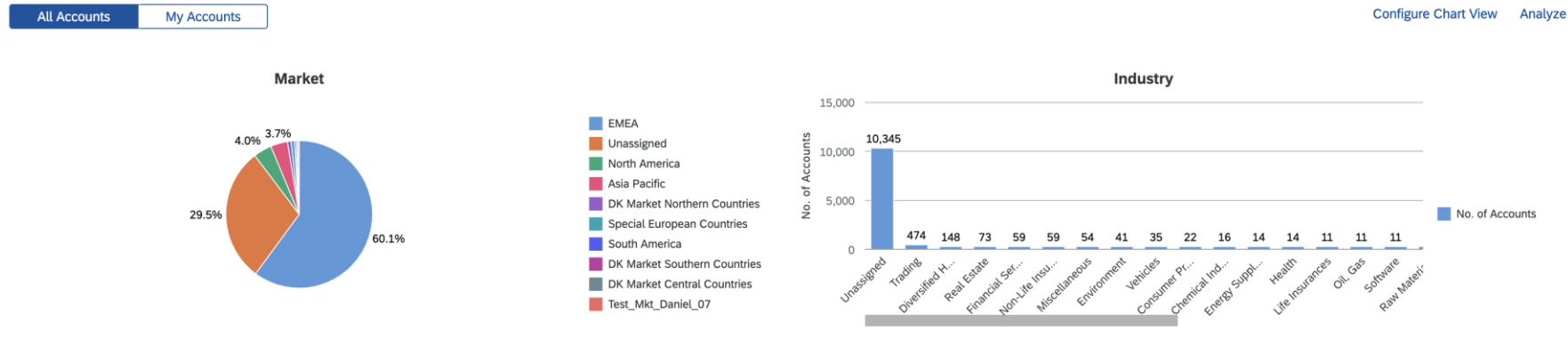
See: [Creating a Lead Nurture Stream](#)

What's New in Account-Based Marketing in 1905



What's New in Account-Based Marketing

Spotlighting Accounts - Toggle the ABM-Relevance



Benefits for customers

You, as a marketer want to quickly set or remove the **ABM-Relevance** flag for one or multiple accounts without navigating to the factsheet each and every time.

New capabilities

On the corporate accounts list, you can toggle the ABM-Relevance for various selected corporate accounts in one step.

More information

See: [Spotlighting Accounts](#)

Accounts (11,423) Standard * [Create Target Group](#) [Toggle ABM-Relevance](#)

Image	Name	Country	City	Industry	Market	Key Member	Main Contact
<input type="checkbox"/>	D.G. DE LA POLICIA	Spain	Madrid				
<input checked="" type="checkbox"/>	I.D. Ministerio del Interior	Spain	Madrid				
<input type="checkbox"/>	IF01 Dynamics	USA	San Diego		North America		
<input type="checkbox"/>	IF01 Dynamics	USA	San Diego		North America		
<input checked="" type="checkbox"/>	Mrs roohi	India	bangalore		Asia Pacific		
<input checked="" type="checkbox"/>	"Company 1000, Inc Plant 10...	USA	Palo Alto		North America		
<input type="checkbox"/>		SA	Palo Alto		North America		
<input checked="" type="checkbox"/>	Electronics, INC (AU)	Australia	Darwin		Asia Pacific		
<input type="checkbox"/>	"Electronics INC" (RP)	Brazil	São Paulo		South America		

Trigger toggling ABM-Relevance

Select relevant accounts

What's New in Account-Based Marketing

Spotlighting Accounts - Leads

The screenshot displays the SAP Marketing Cloud interface for the Koyota-Motors account. The top navigation bar includes 'Marketing Cloud' and 'Spotlighting Accounts'. The account details section shows 'Koyota-Motors' with contact information and a 'Key Member' profile for Prof. Dr. Sophie. Below this, there are sections for 'Leads' and 'Contacts'. The 'Leads' section features three charts: 'Contacts by Lead Stage' (a donut chart showing 2 Qualified, 0 Prospect, 1 Inquire, 5 Inactive, and 0 No Lead Stage Assigned), 'Leads (Last 6 Months)' (a line chart showing 1 lead in Oct, 1 in Nov, 2 in Dec, 2 in Jan, and 8 in Feb), and 'Leads by Status (Last 6 Months)' (a donut chart showing 10 Not Assigned and 4 Converted). Below the charts is a table of 'Contacts by Lead Stage (8)' with columns for Contact, Stage, and Valid Since. The 'Leads (14)' section shows a table with columns for Subject, Contact, Lead / Opportunity, Current Status, Changed On, Lead Time, and Campaign.

You can see at a glance all lead-relevant information on contact and account level:

- Various lead stages with the number of contacts
- Number of leads
- Number of leads created by status

You can check the number of contacts and the lead stage that individual contacts have reached. So, you get an insight into the progress regarding lead readiness of the contacts.

The **Leads** section provides you with the number of leads created and displays an overview of contacts and accounts with their sales-created or marketing-driven leads.

Benefits for customers
 You, as a marketer, want to see the demand of a specific account and its contacts.

New capabilities
 On the **Leads** tab, you are provided with an overview of the account's situation regarding lead readiness and lead creation on contact and account level.

More information
 See: [Leads](#)

What's New in Account-Based Marketing

Spotlighting Accounts - Business Insight Tab

Koyota-Motors

Vehicles
Is ABM-Relevant
192 Mainstreet
Tokyo, Tokyo
100-6108 Japan
<https://www.koyota.com/>

Key Member
Prof. Dr. Sophie ...
Sales
+493341391602

Main Contact
Sora Hori
Purchasing Specialist
+4952362407487555

Top Interests
Emission Predi... 19
Engine Noise ... 9

Account Engagement Score

Facts | Contacts | Interactions | Account Team | Leads | **Business Insight** | Origins | Scores | Permission Marketing | Digital Market Intelligence

Sales Pipeline last 24 Months (4)

Subject	Contact	Opportunity Origin	Current Status	Changed On	Expected Revenue	Campaign	Interests	Products
Emission Prediction		Sales-Created Opportun...	Converted	12/22/2018				PREDICT_EMISSION
Emission Prediction		Sales-Created Opportun...	Converted	12/22/2018				PREDICT_EMISSION
Engine Noise Simulation	Sora Hori	Sales-Created Opportun...	Converted	11/17/2018				NOISE_SIMULATOR
Emission Prediction	Shouta Hosokawa	Sales-Created Opportun...	Converted	10/18/2018				PREDICT_EMISSION

Buying History Last 6 Months (7)

Image	Product	Description	ID	Amount
	PREDICT_EMISSION	Emission Prediction	1409180925	
	PREDICT_EMISSION	Emission Prediction	1409180925	
	PREDICT_EMISSION	Emission Prediction	1409180925	12,108.77 EUR

Recommendations Based on Account Buying History (1)

Image	Description	Product
	Engine Noise Simulation	NOISE_SIMU...

You are provided with a list of opportunities with extra data from sales and marketing, per contact of the account, within different timeframes that you can select. The **Current Status** reflects which phase the sales process has already reached. For the current account and its contacts, this data lets you estimate the possibilities for sales.

Benefits for customers

You, as a marketer, want to get insights into expected revenue based on existing sales orders and achieved revenue based on replicated sales order information. Additionally, you want to see meaningful product recommendations based on the buying history of the account.

New capabilities

On the **Business Insight** tab, you are provided with the account's business data that help you to understand the account's business behavior. Information on Business Insight is based on opportunity data, sales orders, and recommendations.

More information

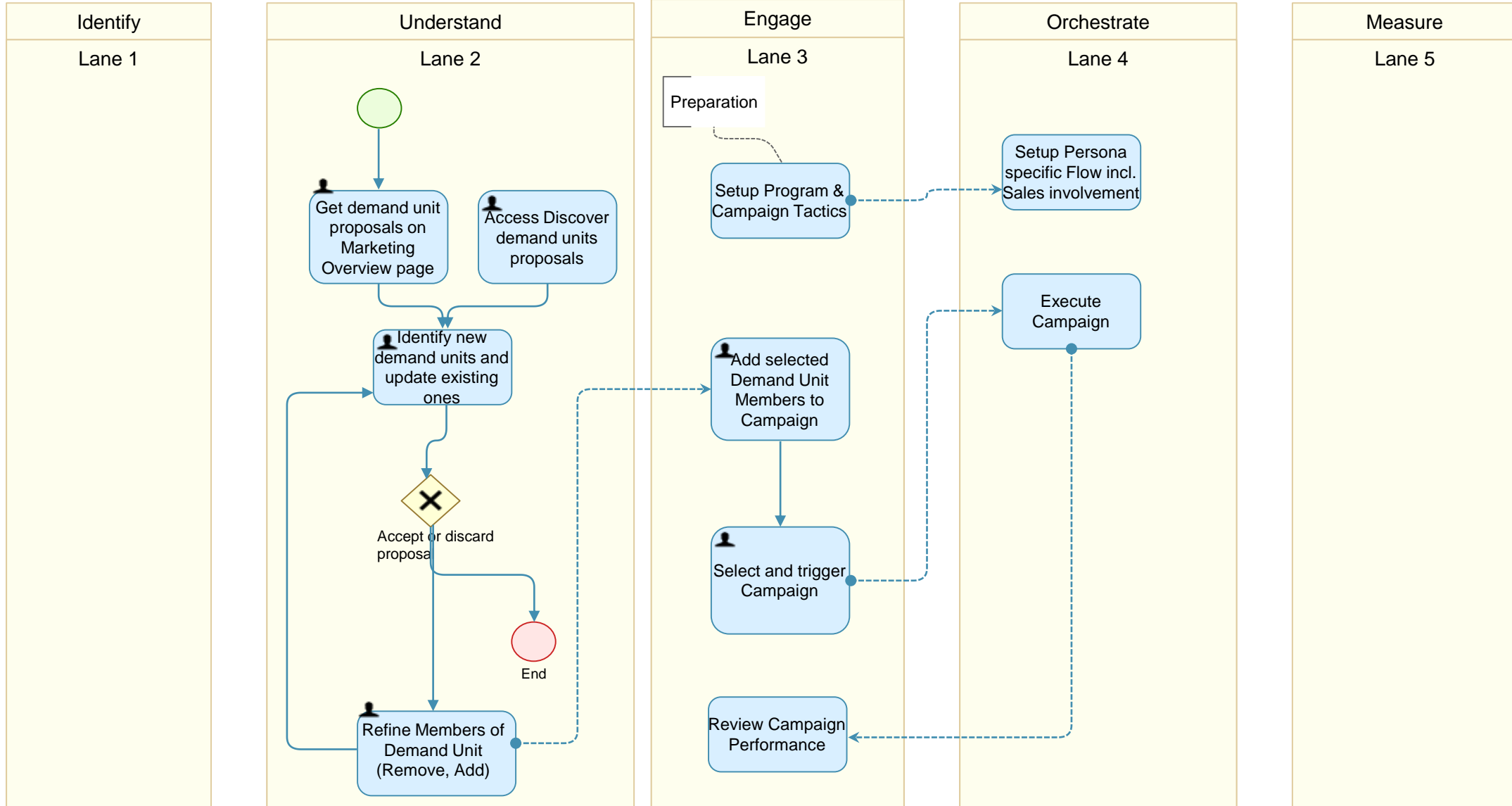
See: [Business Insight](#)

You are provided with a list of the latest purchases of products of the current account. The buying history is based on sales order data which is replicated from sales to marketing.

Depending on the buying history of the corporate account, you are provided with a list of recommendations for products. This will get you an idea of which further products this account could be interested in that you could focus on with future marketing measures.

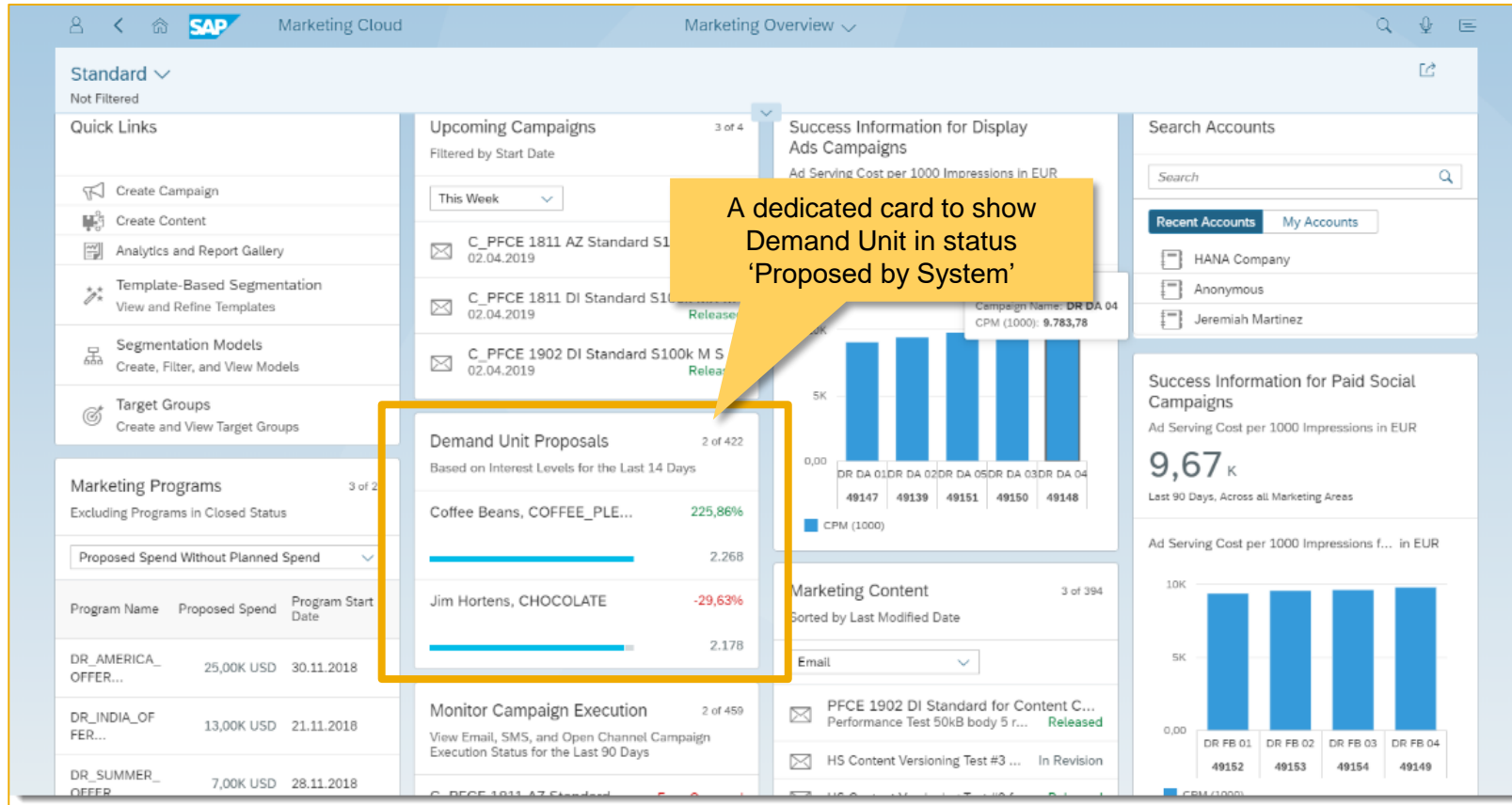
What's New in Account-Based Marketing

Process Flow: Discover Demand Units



What's New in Account-Based Marketing

Overview Page Card for Demand Unit Proposals



Benefits for customers

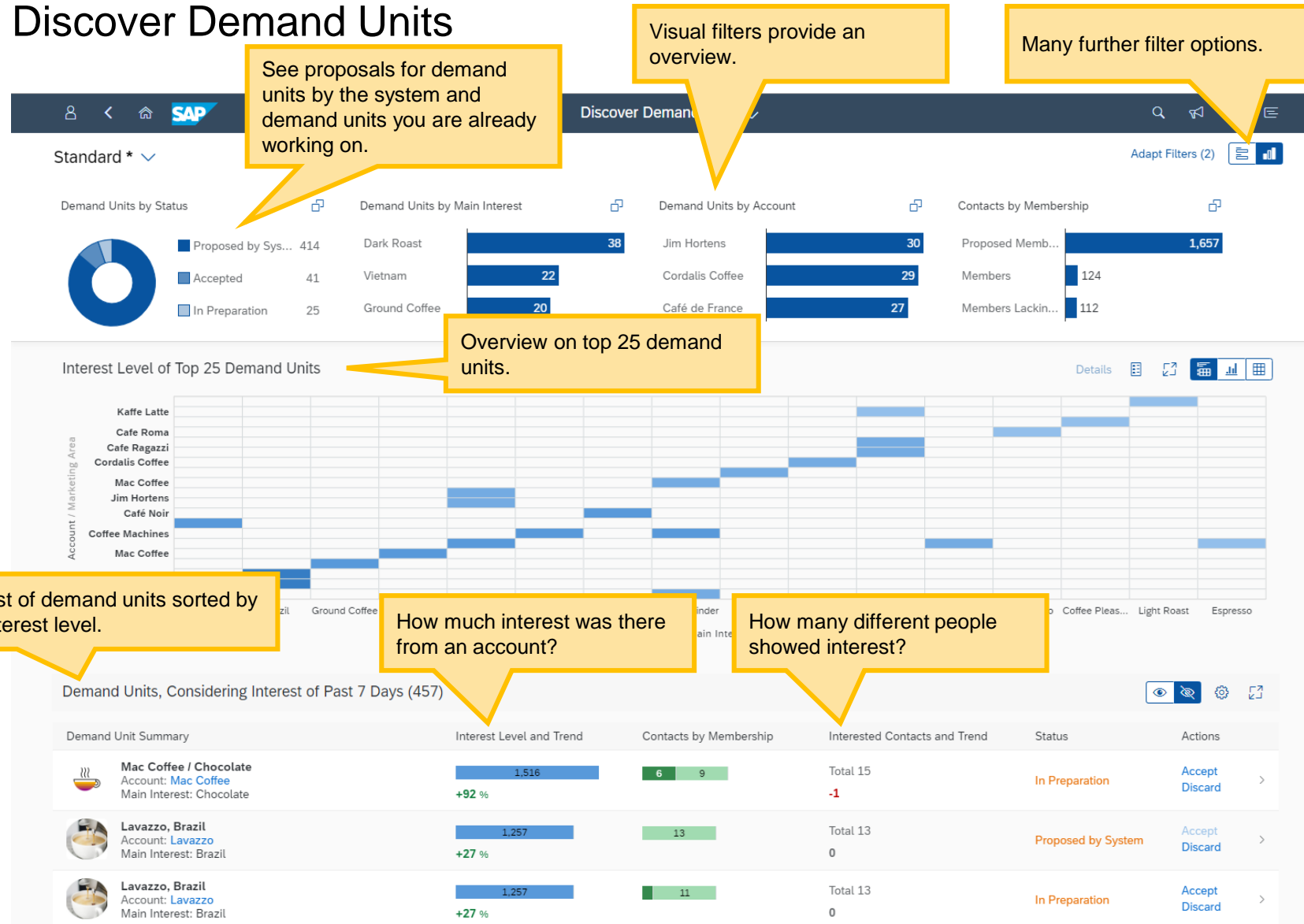
Lists the Demand Unit Proposals in a Marketing Overview along with other Marketing Objects, helping you to identify a new proposal.

New capabilities

- Helps you to navigate to the details page of the particular Demand Unit for further actions
- Acts as a entry point to the Discover Demand Unit, selection on Card header navigates to Discover Demand Units application

What's New in Account-Based Marketing

Discover Demand Units



Benefits for customers

Easily identify new demand units: Groups of people in accounts showing a common interest.

Working with demand units: See at a glance if new people engage or if the engagement of demand unit members end.

New capabilities

- Proposals for demand units are made by the system
- The Discover Demand Units app identifies new demand units and keeps existing demand units up-to-date

More information

See: [Discover Demand Units](#)

What's New in Account-Based Marketing

Demand Unit - Cross-Functional Group of Contacts within an Account Showing Common Interest

Key Information: Account, Interest, and time frame for interest level calculation

Interest Level: No. of weighted interaction interest of a single contact

Trend: change of interest level, comparing current with last period

Remove member from demand unit

Add member to demand unit

Accept or discard a proposal

Contact	Department	Interest Level and Trend	Action
Members (8) and Proposed Members (6)			
Members			
Christian Bauer Business Manager	Import	174 5 Times or Greater Increase	Remove >
Katharina Mahler Business Manager	Purchasing	147 -3.29 %	Remove >
Lena Glockner Service Support Manager	Services	146 +14.06 %	Remove >
Nicole Baumgartner Purchasing Specialist	Export	63 +90.91 %	Remove >
Florian Kuster Tax Manager	Services	43 -75.84 %	Remove >
Kristian Bauer Service Support Manager	Quality assurance	Increased from 0	Remove >
Thomas Kuster Purchasing Specialist	Advertising	Increased from 0	Remove >
Members Lacking Interest			
Leonie Kuefer Tax Manager	Quality assurance	-100.00 %	Remove >
Proposed Members			
Tim Schreiner Purchasing Specialist	Purchasing	200 +32.45 %	Add >
Sven Saenger Marketing Manager	Purchasing	123 50 Times or Greater Increase	Add >
Benjamin Koehler		100	

Benefits for customers

Marketers shall use demand units to closely collaborate with sales on ABM-relevant accounts to address the need of a cross-functional group of contacts

New capabilities

- A new business object demand unit is used to build groups of contacts of an account, which share a common interest
- The system identifies contacts, which raise interaction interests of the demand unit, and proposes them as members
- The demand unit shows the interest level of the contacts, and its trend, comparing interactions of a given period e.g. the last 14 days, with the previous period
- Marketers shall decide, if proposed members are relevant for the demand unit, and add them to, or remove them from the member list

More information

See: [Demand Units](#)

What's New in Account-Based Marketing

Demand Unit - Add Members to Marketer-initiated Campaigns

Add selected members to campaign

Select relevant members

Search and select desired campaign

Remove contact, if warning influences the selection

Confirm selected contacts for campaign execution

Benefits for customers

Use demand units to trigger marketer-initiated campaigns, for example to invite contacts to a webinar or sales event, or to engage contacts by a call of the responsible account executive.

New capabilities

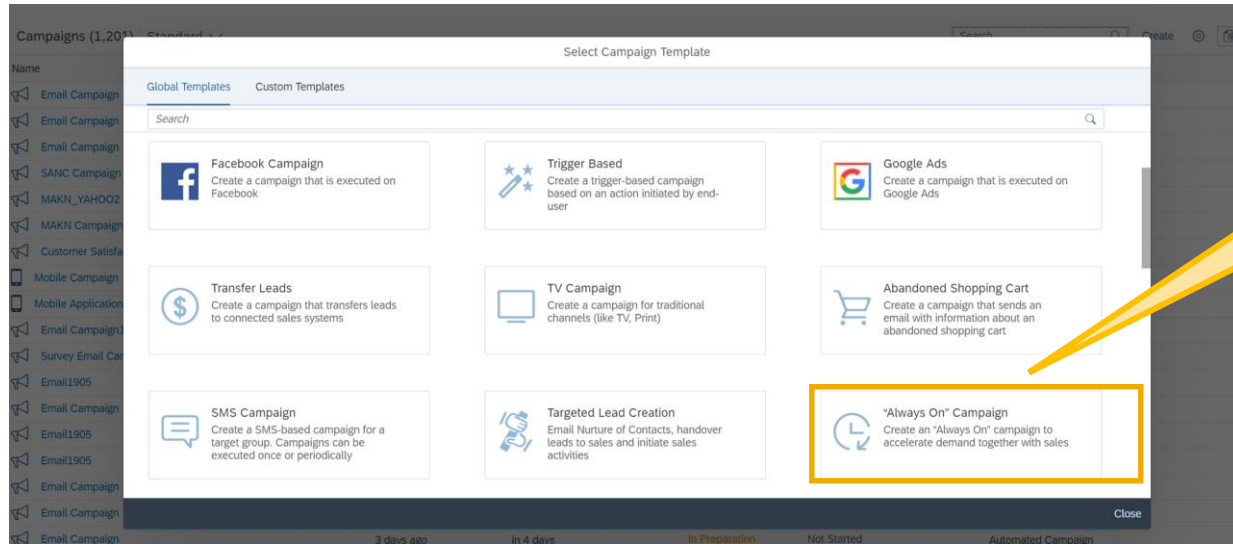
- Before demand units can be used in campaigns, they need to be accepted by the marketer, and are completed after a successful sales cycle.
- Marketers decide individually for each contact, e.g. based on their function or interest level, if a members is relevant for a marketer-initiated campaign.
- Demand units have its own Marketing Area, e.g. representing a certain business area in marketing, which can be different from the marketing area of the campaign.
- If the selected campaign is active, then added contacts will be processed immediately. If selected campaign is in process or paused, then added contacts will be processed once the campaign is started.

More information

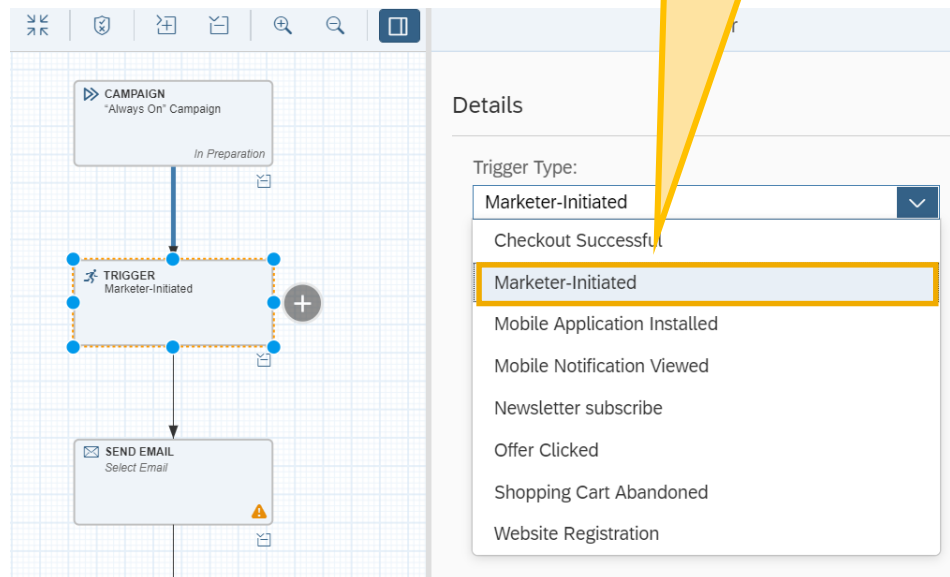
See: [Demand Units](#)

What's New in Account-Based Marketing

New Trigger based campaign template (with New Trigger)



New Template



New Trigger

Benefits for customers

Use the trigger based campaign to reach out to the added members of the Demand Unit

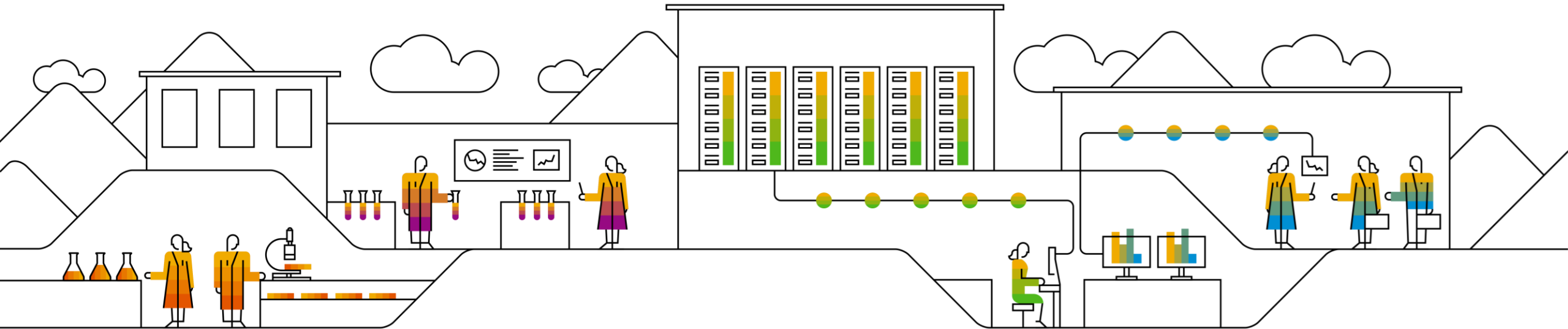
New capabilities

- A new trigger in the trigger based campaign.
- A new template delivered out of the box.

More information

See: [Demand Units](#)

What's New in B2B Marketing - Lead Management in 1905



What's New in B2B Marketing - Lead Management

Spotlighting Account - Leads Tab

Marketing Cloud | Spotlighting Accounts

Koyota-Motors

Key Member: Prof. Dr. Sophie ... Sales +493341391602

Main Contact: Sora Hori Purchasing Specialist +4952362407487555

Top Interests: Emission Predi... 19, Engine Noise ... 9

Account Engagement Score: 13

Navigation: Facts | Contacts | Interactions | Account Team | **Leads** | Business Insight | Origins | Scores | Permission Marketing | Digital Market Intelligence

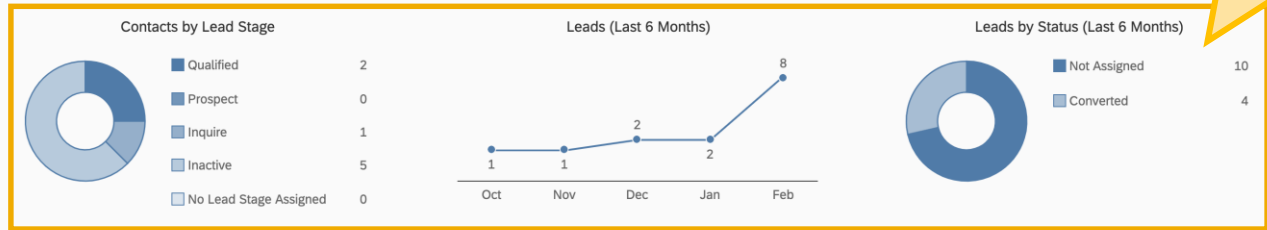
You can see at a glance all lead-relevant information on contact and account level:

- Various lead stages with the number of contacts
- Number of leads
- Number of leads created by status

Benefits for customers
You, as a marketer, want to see the demand of a specific account and its contacts.

New capabilities
On the *Leads* tab, you are provided with an overview of the account's situation regarding lead readiness and lead creation on contact and account level.

More information
See: [Leads](#)



Contacts by Lead Stage (8)

Contact	Stage	Valid Since
砂辺 凛	Inactive	02/20/2019
Kazuhiko Chouno	Inactive	02/20/2019
Tomohiro Kouki	Inactive	02/20/2019
Natsuho Sakaguchi	Inactive	02/20/2019
Hiroyo Ogura	Inactive	02/20/2019
Katsunori Sakai	Inquire	03/19/2019
Sora Hori	Qualified	03/19/2019
Shouta Hosokawa	Qualified	03/07/2019

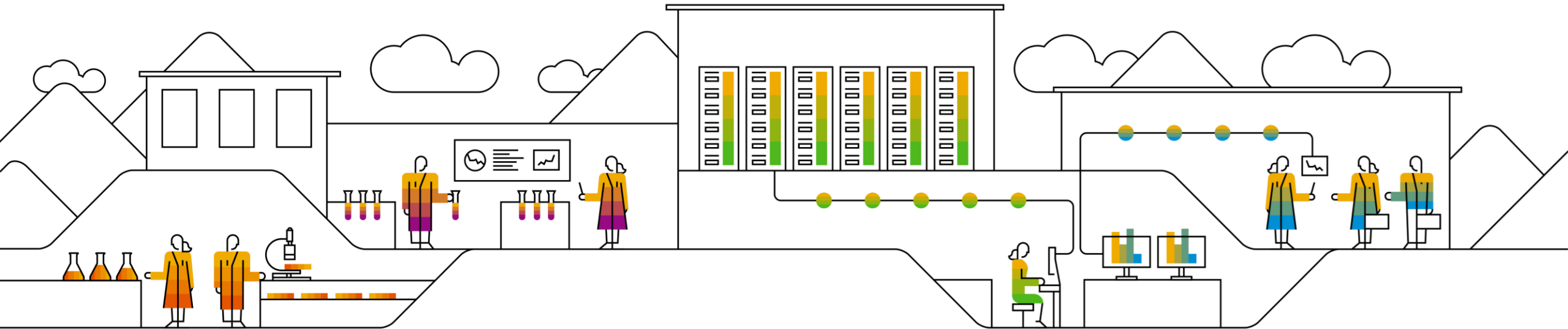
You can check the number of contacts and the lead stage that individual contacts have reached. So, you get an insight into the progress regarding lead readiness of the contacts.

Leads (14)

Subject	Contact	Lead / Opportunity	Current Status	Changed On	Lead Time	Campaign	Inter...
KH Transfer	Katsunori Sakai	Marketing-Driven Lead		02/07/2019		KH Transfer	Infota...
KH Transfer	Sora Hori	Marketing-Driven Lead		02/07/2019		KH Transfer	Infota...
KH Transfer	Katsunori Sakai	Marketing-Driven Lead		02/06/2019		KH Transfer	Infotainment & NAVI...

The *Leads* section provides you with the number of leads created and displays an overview of contacts and accounts with their sales-created or marketing-driven leads.

What's New in Integration with Presales / Sales in 1905

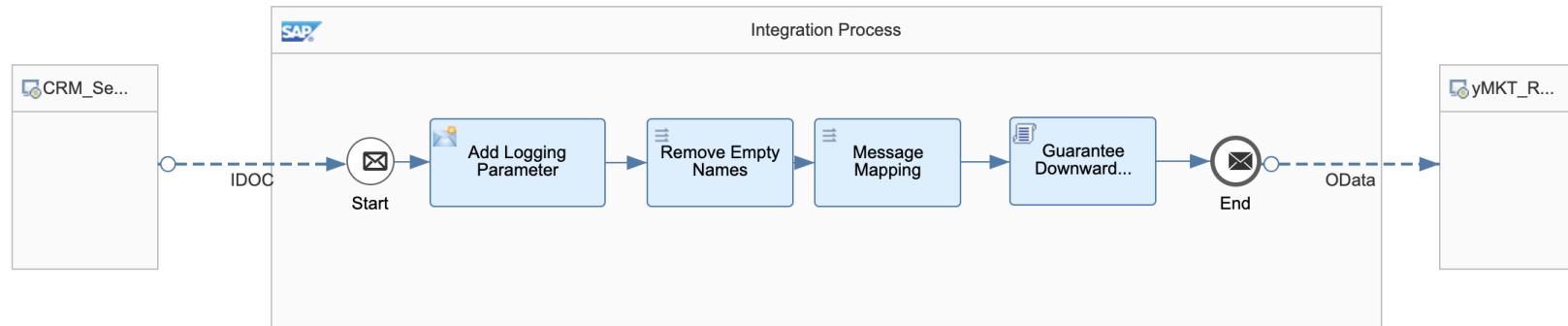


What's New in Integration with SAP Customer Relationship Management

Replicating Marketing Attributes

Replicate Marketing Attributes From CRM To MKT

With this iFlow Replicate Marketing Attributes from Customer Relation
Management to SAP Marketing Cloud



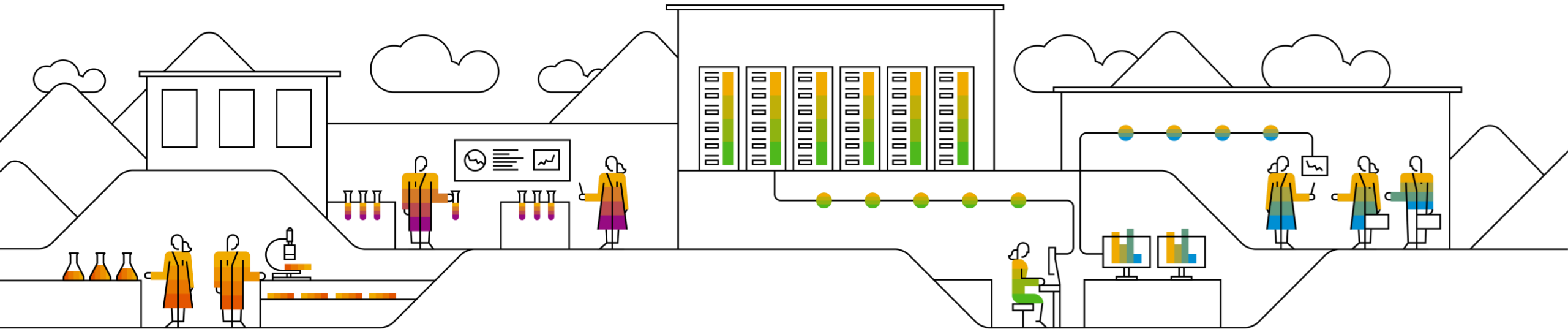
New capabilities

Initial and Delta Load of SAP CRM Business Marketing Attributes to Marketing Attribute Categories in SAP Marketing Cloud

More information

See: [Configuration of CRM Marketing Attribute Replication Integration Flow](#)

What's New in Marketing Planning in 1905



What's New in Marketing Planning and Performance

Export Marketing Plan Data to PDF

Benefits for customers
As a marketing planner, you can export the marketing plan data to a PDF.

New capabilities
A button is now available to trigger the export to PDF.

More Information
See: [Marketing Plans](#)

Budget and Spend

Planned Budget	CAD 413K
Proposed Spend	CAD 395K
Planned Spend	CAD 387K
Latest Estimate	CAD 390K
Actual Spend	CAD 7,1K
Committed Spend	CAD 4,2K

Top Media Types by Proposed Spend

TV	42%
Events	9%
Outdoor	8%
Other Media Types	41%

Marketing Plan Status: In Revision

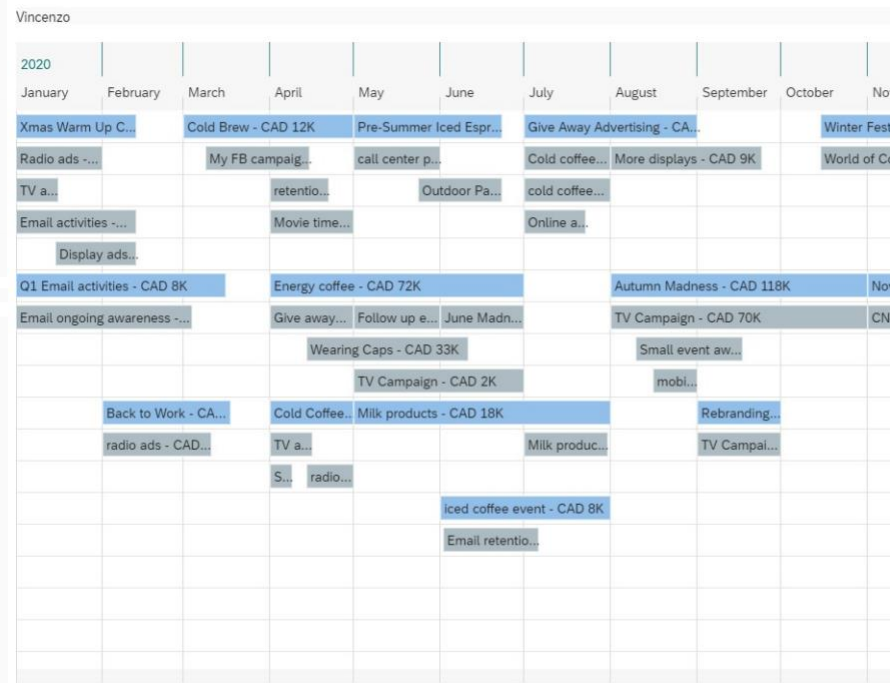
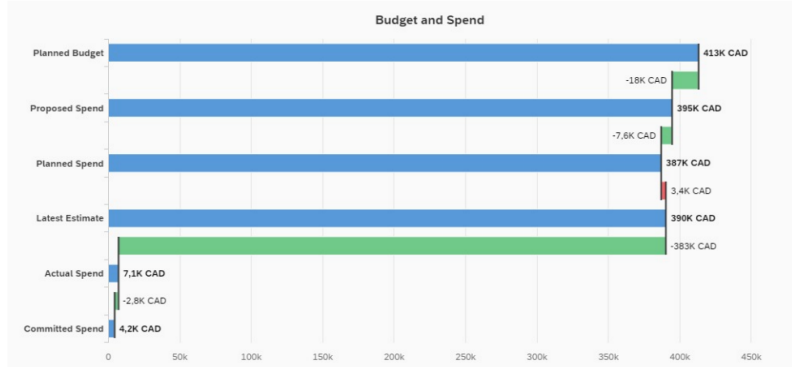
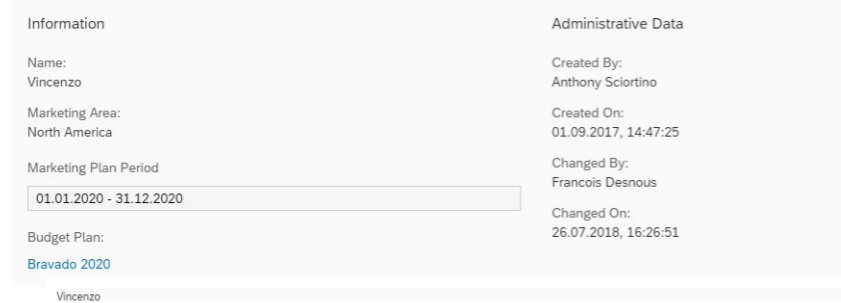
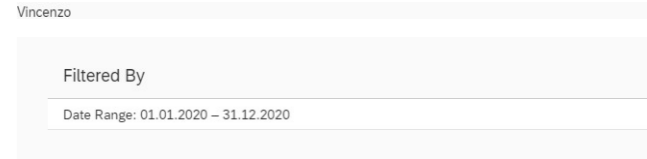
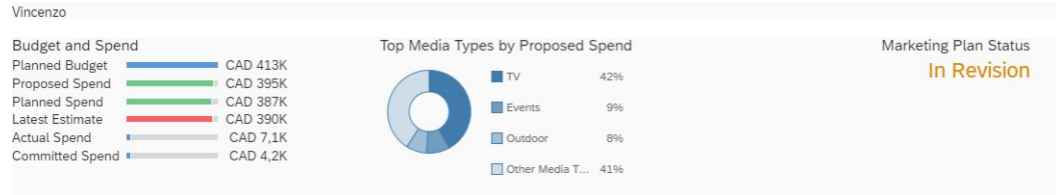
Programs (14), Campaigns (31) Standard

2020

January	February	March	April	May	June	July	August	September	October	November	December
Xmas Warm Up Coffee Aware...		Cold Brew - CAD 12K		Pre-Summer Iced Espresso's - CAD 9K		Give Away Advertising - CAD 38K				Winter Fest - CAD 17K	
Radio ads - CAD 5K		My FB campaign - CAD 5,6K		call center push - CAD...		Cold coffee radio - CA...	More displays - CAD 9K			World of Coffee - CAD...	
TV ads - ...			retention Coffe...		Outdoor Parties - CA...		cold coffee web banne...				
Email activities - CAD 5K			Movie time give away...				Online ads - CA...				
	Display ads - CAD 4K										
Q1 Email activities - CAD 8K			Energy coffee - CAD 72K				Autumn Madness - CAD 118K			November - Winter Pr...	
Email ongoing awareness - CAD 8K			Give away Event - CA...	Follow up event Give...	June Madness Soccer...		TV Campaign - CAD 70K			CNN TV S...	
			Wearing Caps - CAD 33K				Small event awareness - CA...				
				TV Campaign - CAD 2K			mobile ad...				
	Back to Work - CAD 12K		Cold Coffee - CAD 22K	Milk products - CAD 18K				Rebranding - CAD 22K			
	radio ads - CAD 11K		TV ads - ...			Milk product launch e...		TV Campaign - CAD 1...			
			Sho...	radio runs - ...							
						iced coffee event - CAD 8K					
						Email retention - CAD 7K					

What's New in Marketing Planning and Performance

Export Marketing Plan Data to PDF



3/6

Benefits for customers
As a marketing planner, you can export the marketing plan data to a PDF.

New capabilities
The PDF document contains the following:

- Header and detail data
- Grouping and filtering criteria
- Calendar view
- Summary charts

Note that this functionality is not available for Internet Explorer.

More Information
See: [Marketing Plans](#)

What's New in Marketing Planning and Performance

Team Members in "My Programs" Filter

The screenshot displays the 'Winter Promotion for New Customers' page in SAP Marketing Cloud. It includes a spend overview with a bar chart showing Proposed Spend (USD 6.9K), Planned Spend (USD 4.3K), Latest Estimate (USD 2.2K), and Actual Spend (USD 0.00). A donut chart titled 'Top Media Types by Proposed Spend' shows: Events (59%), Email (18%), Display Ads (12%), and Other Media Types (11%). The 'Team Members (3)' section lists Ashley, John, and Martin S, each with a status of 'No function specified, No department specified, No email address specified'. The status is 'In Revision'.

The screenshot shows the 'Programs' list in SAP Marketing Cloud. The filter 'My Programs' is selected, showing 44 programs. The table below lists several programs with their marketing areas and statuses.

Program Name	Marketing Area	Valid From	Valid To	Status
Social Blast for Pink Drink	Global	01/01/2019	12/31/2019	In Preparation
Increased Brand Awareness for Yellow Drink 2019	Global	02/15/2019	03/07/2019	In Revision
Back to school 2017	Global	08/01/2017	09/30/2017	In Revision
Winter Promotion for New Customers	Global	02/22/2019	03/08/2019	In Preparation
Increased Brand Awareness for Yellow Drink 2020	Global	02/22/2020	03/07/2020	In Preparation
Winter Blues Giveaway 2018	Global	03/22/2019	04/05/2019	In Preparation

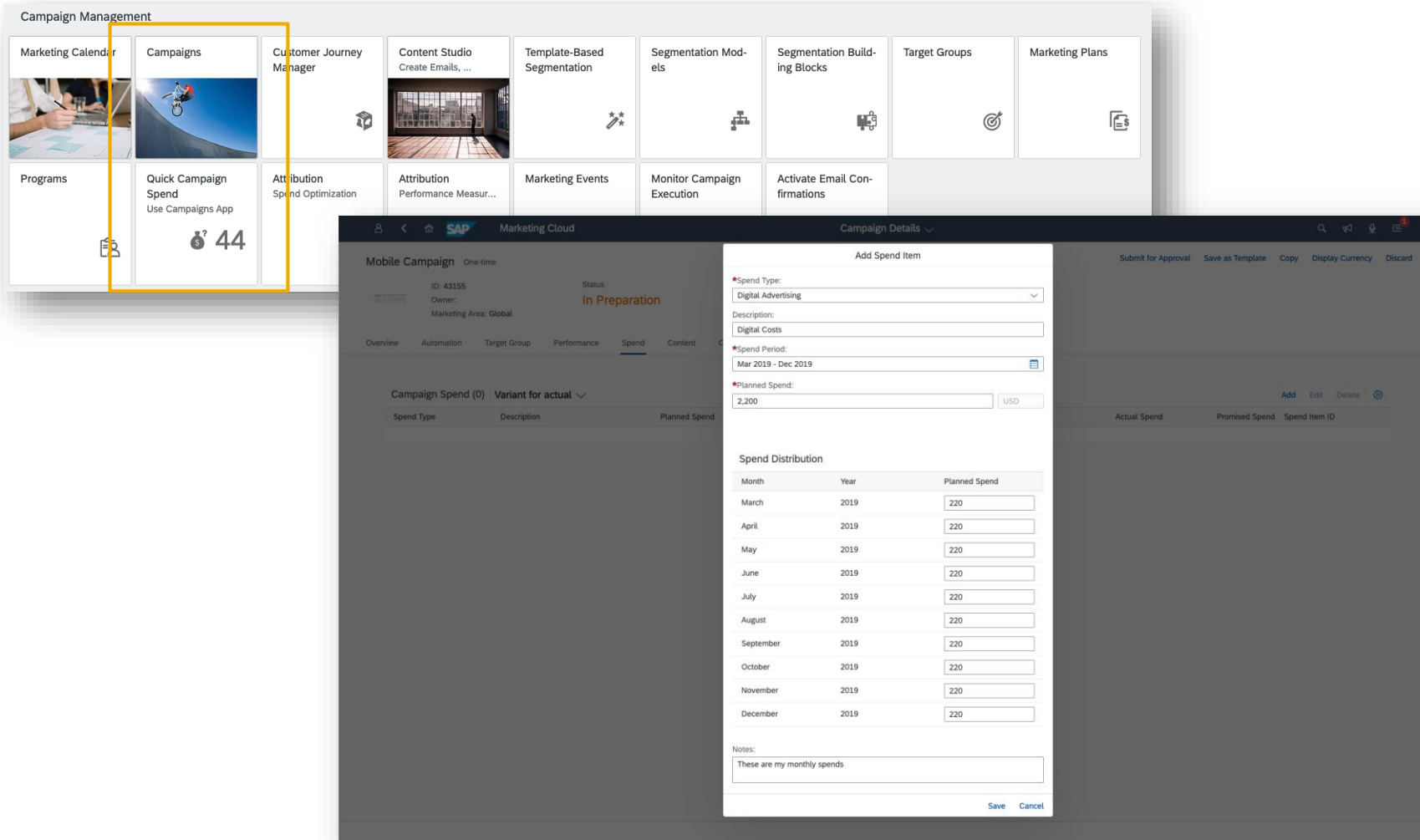
Benefits for customers
As a marketing manager, you can easily find the programs relevant for your daily work.

New capabilities
Filter of "My Programs" now includes all programs you are a team member of

More Information
See: [Programs](#)

What's New in Marketing Planning and Performance

Quick Campaign Spend App is Replaced by the Campaigns App



Benefits for customers

As a marketing expert, you can plan all spend on a detailed level in one place within the campaign.

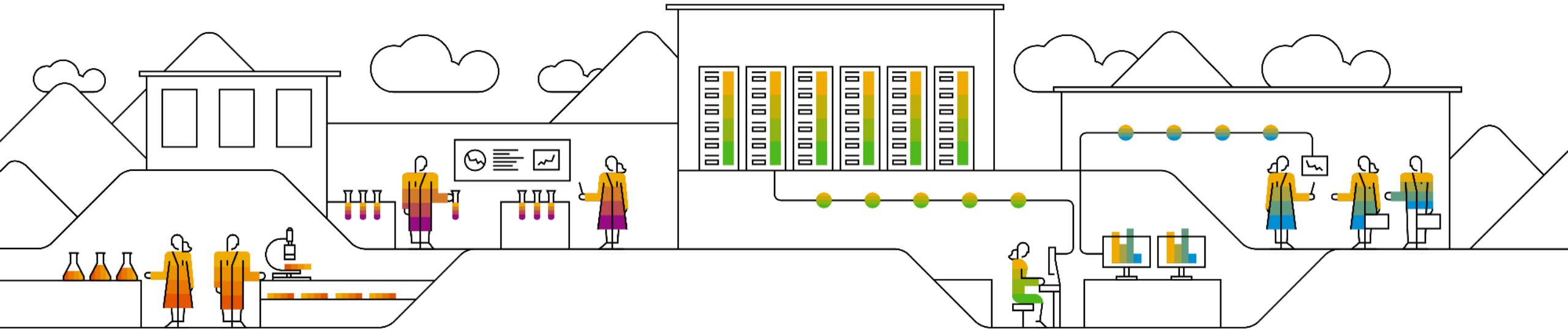
Announcement

The Quick Campaign Spend app will be removed with SAP Marketing Cloud 1911. We recommend that you switch to the Campaigns app as soon as possible.

More Information

See: [Detailed Campaign Spend](#)

What's New in Marketing Analytics in 1905



What's New in Marketing Analytics

Embedded Mode for SAP Analytics Cloud Stories

The screenshot displays the SAP Marketing Cloud interface. At the top, there's a navigation bar with 'Marketing Cloud' and 'Analytics and Report Gallery'. Below this is a list of 83 elements categorized into Campaigns, Contacts, Marketing Planning, Analytics, Management, Leads, and Unassigned. A yellow callout box highlights an embedded SAC story titled 'Campaign Analytics' which is open in an embedded mode, showing various charts and metrics for email campaigns.

Benefits for customers
 Business User can work more productively in the Analytics and Report Gallery List, because the SAC stories are opened in-place.

New capabilities
 After launching a SAC story, the pages of the story are shown next to each other in an embedded mode.

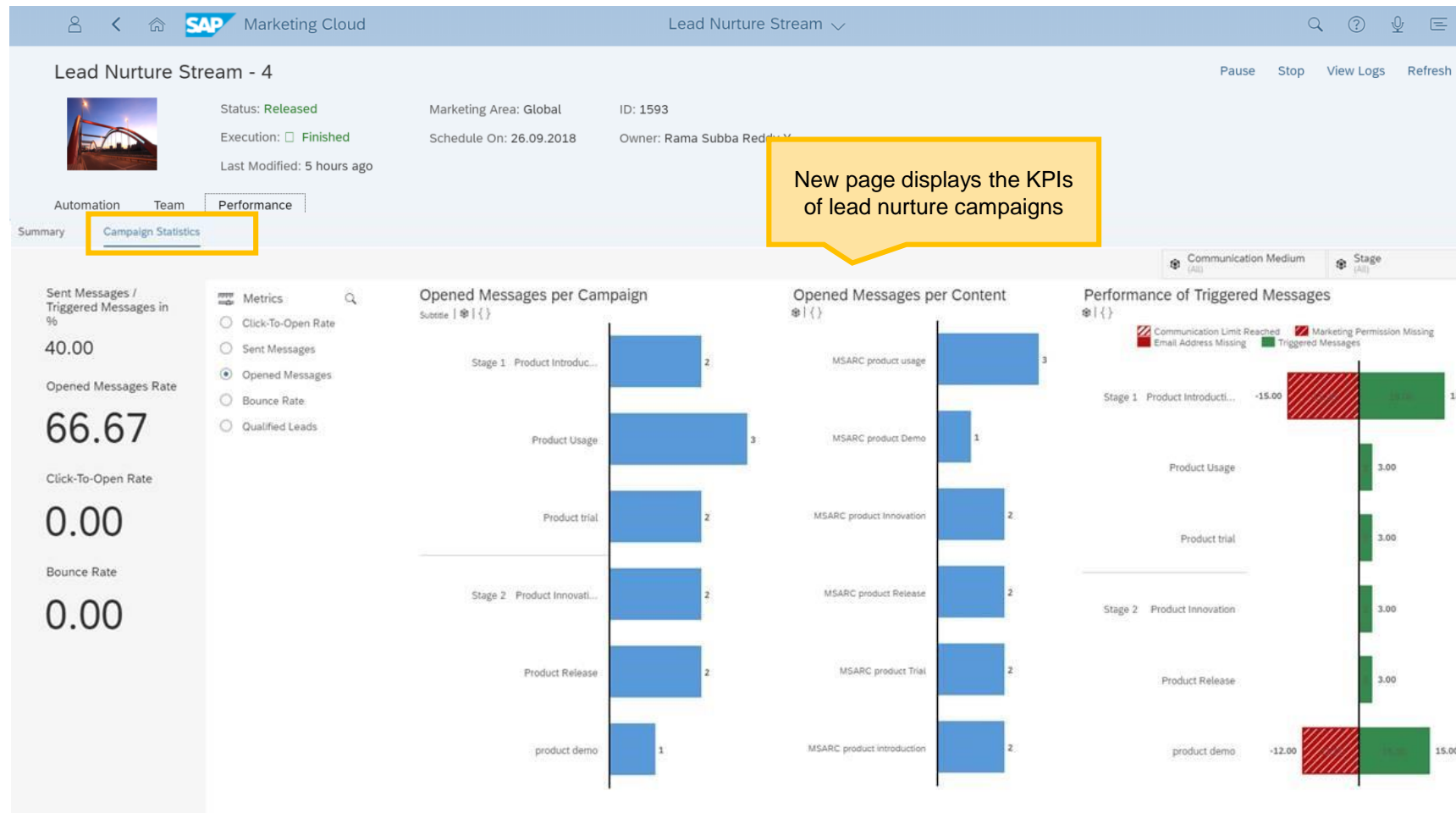
The title of the app is filled with the information area, where the story is located.

The user can break out into a separate browser window/tab to return to the gallery list app.

The embedded mode for the card view is not yet available

What's New in Marketing Analytics

Enhanced Lead Nurture Performance Story



Benefits for customers

Business User can view the various KPIs of campaigns.

New capabilities

A new page has been added to the story which displays,

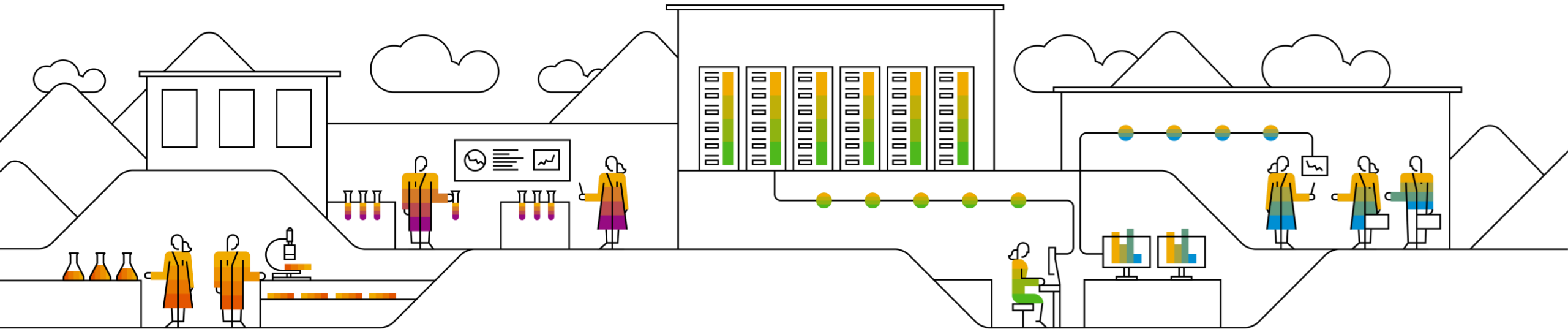
- KPIs such as opened messages, click-to-open rate, sent messages, opened messages, bounce rate and qualified leads per campaign
- Opened messages per content
- Performance of triggered messages

The story can also be accessed by clicking on the 'View All' button present on the campaign node properties. The page can be filtered based on stage and communication medium

More information

See: [Campaign](#)

What's New in Configuration in 1905



What's New in Configuration

Origin of Contact IDs configuration changes

Value	Code	What It Means
Yes (System ID)	<Blank>	This source system ID can be used to identify an existing potential matching contact, typically because the ID cannot be shared by other contacts.
No (System ID)	- (dash)	This source system ID cannot be used to identify an existing potential matching contact, for example, because the ID can be shared by multiple contacts. A new best record will always be created when such an ID is imported. A landing page is a typical example of such an ID.
Restricted, see Help (Additional ID)	X	This additional ID can be partially useful for identifying contacts, for example, for shareable IDs together with a contact name.
Yes (Additional ID)	A	This additional ID is considered relevant for identifying an existing matching contact or for triggering a merge.
No (Additional ID)	N	This additional ID cannot be used to uniquely identify a contact. For example, a fax number cannot uniquely identify a contact.

Values for the renamed field „Sharable“ by „For Identification“

Benefits for customers

Support of other use cases regarding match and merge of Interaction Contacts (ex.: better handling for Landing Pages)

A clearer terminology and better understanding of this configuration

New capabilities

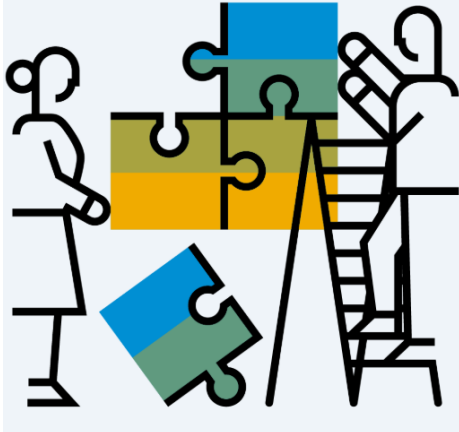
"Shareable" setting is renamed to "For Identification", its semantics and corresponding values have been enhanced

More information

See: [Defining Origins of Contact IDs](#)

What's New in Configuration

Manage Marketing Solution Setup



Set Up Your Marketing Solution

The Set Up Your Marketing Solution application guides you through the process of setting up SAP Marketing Cloud. It provides you with a list of setup items, activities, and steps that are relevant for setting up a business scenario and allows you to navigate to the corresponding configuration and business administration applications where you can perform the setup.

Scenarios Additional Information

Planning 67% Segmentation and Target Groups 0% Campaigns 100%

Manage Marketing Solution Setup

The Manage Marketing Solution Setup app allows you to configure the Set Up Your Marketing Solution app by activating and deactivating scenarios.

Setup Scenarios (3)

Scenario	Active
Planning	<input checked="" type="radio"/> YES
> Budget Planning	<input checked="" type="radio"/> YES
> Spend Management	<input checked="" type="radio"/> YES
> Spend Settings	Mandatory
> Define Spend Types	Mandatory
> Define Media Types	<input type="radio"/> NO
> Set Actual Spend and Ad Serving Cost Behavior	<input checked="" type="radio"/> YES
> Label Definition	<input checked="" type="radio"/> YES
> Approval and Notification Enablement	Mandatory
> Change Log Enablement	<input checked="" type="radio"/> YES
> Spend Integration with SAP ERP	<input checked="" type="radio"/> YES
> Outbound Campaign Spend Setup	Mandatory
> Inbound Actual and Committed Spend Setup	Mandatory
Segmentation and Target Groups	<input checked="" type="radio"/> YES
> Segmentation	<input type="radio"/> NO
> Target Groups	<input type="radio"/> NO
Campaigns	<input checked="" type="radio"/> YES
> Email Campaigns with Amazon	<input checked="" type="radio"/> YES
> Email Campaigns with SAP Digital Interconnect	<input checked="" type="radio"/> YES
> Facebook Campaigns	<input checked="" type="radio"/> YES

Benefits for customers

As a configurator for marketing, you can now deactivate scenarios that you do not use and don't need to set up

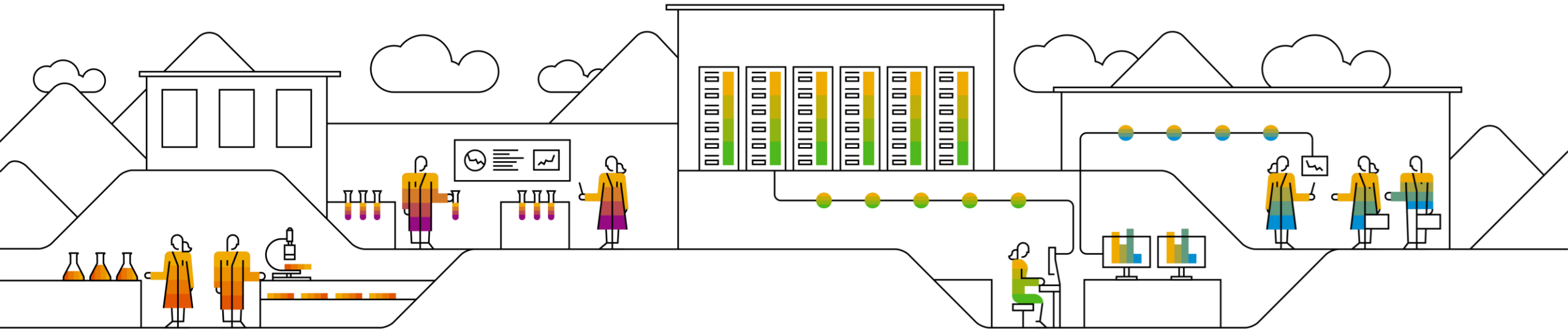
New capabilities

A button is now available to open a new view to activate and deactivate scenarios for the marketing setup

More Information

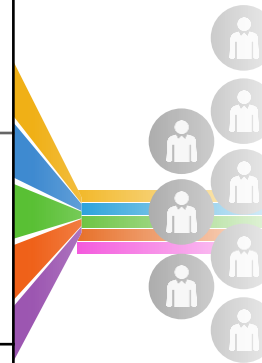
See: [Set Up Your Marketing Solution](#)

What's New in Integration Scenarios in 1905



What's New in Integration Scenarios

Sales & service data	SAP CRM	Marketing attributes can be replicated from SAP CRM to SAP Marketing Cloud
Social media, Web, Commerce, Mobile, IoT	Facebook and Twitter	The integration packages have been renamed to "Twitter Integration with SAP Marketing Cloud Sentiment Engagement" and "Facebook Page Integration with SAP Marketing Cloud Sentiment Engagement". A new integration scenario has been created
	WeChat	Synchronize WeChat Users application job template to synchronize WeChat users manually in special situations. The new way saves system resources by skipping the already synchronized WeChat users during synchronization.
Market data & events	Marketing Events Integration	Integrate Marketing Event information like participants, interactions



Benefits for customers

- Integration of additional contact information
- Usage of event information
- Ease of integration

New capabilities

- Replication of Marketing Attributes
- User Synchronisation
- Integration of Event information

More information

See: [Implementing Integrations for Business Scenarios in the Integration Guide](#)

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